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China's Holiday Spending Boosted by AI Gadgets
China saw strong holiday demand for artificial intelligence (AI) devices during the National Day break. Suning.com reported flagship-store foot traffic up 50% year-on-year from Oct. 1–7, while sales of AI-equipped home appliances rose over 40%. Popular products included AI companion robots, smart glasses and 3D printers, reflecting wider consumer adoption beyond technology enthusiasts. **(Xinhua)**

China's Generative AI Users Exceed 700 Million
China had more than 700 million generative artificial intelligence (AI) users by the end of June 2026, with penetration exceeding 50%. According to the China Internet Network Information Center, 76% used the technology to answer questions, while 38.7% of internet users bought smart devices online in the previous six months. AI applications are expanding across manufacturing, healthcare and everyday services. **(Xinhua)**

Chinese Developers Boost Apple App Store
China-based developers generated 4 trillion yuan (about $596.8 billion) in Apple App Store billings and sales in 2025, double the 2020 level. More than 95% of this activity incurred no Apple commission. Overseas users accounted for 52% of developers' earnings, while Chinese apps recorded 3.8 billion downloads abroad. Small developers' total earnings more than doubled from 2020 to 2025. **(China Daily)**

China Narrows AI Performance Gap with US
China's leading artificial intelligence (AI) models have narrowed the performance gap with U.S. (United States) rivals to around 3%, down from 15% earlier in 2026, according to Bloomberg Intelligence. DeepSeek, Alibaba, Moonshot AI and Z.ai are gaining global traction. However, China still faces challenges in advanced chips, original innovation and software compatibility across computing hardware. **(China Daily)**

Huawei Applies to Register "Xingmang" Trademark, Fueling Sub-Brand Speculation
Huawei has reapplied to register the "Xingmang" trademark in China, covering products including smartphones, laptops, smart glasses, smartwatches and chips. The latest application remains under substantive examination. The filing has fueled speculation about a new Huawei sub-brand, following earlier reports of plans to expand its smartphone brand portfolio. Huawei has not confirmed the rumored launch. **(IT Home)**