



Euromonitor
International

Retail E-Commerce in China

May 2026

Table of Contents

Retail E-Commerce in China - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Douyin and Xiaohongshu Turn Content into Sales Growth

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Douyin and Xiaohongshu Turn Content into Sales Growth

Taobao Instant Commerce Leverages O2o to Capture On-Demand Demand

Chart 2 - Ele.Me Rebrands as Taobao Instant Commerce, Driving Alibaba's Core Instant Retailing

Xiaohongshu'S Friendly Market Builds Trust to Boost Conversion

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Alibaba, Meituan and Jd Drive Instant Retail Expansion to Meet Demand for Speed and Convenience

Marketplace Platforms Secure Dominance as Instant and O2o Retail Accelerate

Chart 4 - What's Next? for Retail E-Commerce

Ai-Powered Personalisation and Immersive Experiences Deepen User Loyalty and Drive Business Model Evolution

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bytedance Leverages Live Streaming to Narrow the Gap with Alibaba

Chart 7 - Content-Driven Platforms Like Douyin Reach New Consumer Segments

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail E-Commerce

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail E-Commerce

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in China - Industry Overview](#)

EXECUTIVE SUMMARY

Aldi Elevates Value Perception with Gourmet Private Label Launch

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Aldi Elevates Value Perception with Gourmet Private Label Launch

Chart 17 - Aldi Introduces Gourmet Series: the Evolution of Discounters From Price to Value

Bailian Group Transforms Department Store into Youth Lifestyle Hub

Chart 18 - Bailian Group Launches Zx Zaoquchang as a Premier Acg Lifestyle Destination

Pop-Up Events and Curated Fairs Revitalise Informal Selling

Chart 19 - Value Sales 2020-2030

WHAT'S NEXT?

Retail E-Commerce Outpaces All Channels as Instant Retail Expands

Chart 20 - Jd.Com'S Entry into Food Delivery Reshapes China'S Instant Retail (O2o) Landscape

Ai-Powered Personalisation and Experiential Spaces Transform Offline Engagement

Cautious Spending and Evolving Values Drive New Strategies for Growth

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bytedance and Jd.Com Accelerate Share Gains as Alibaba Pivots to Instant Retail

Chart 23 - Competitive Landscape for Retail

Alibaba'S Divestments and Instant Delivery Reshape Competitive Strategies

Chart 24 - Instant Tax Refund Boosts Foreign Shopper Spending in China

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-china/report.