

“DOUBLE 11 SHOPPING FESTIVAL” E-COMMERCE PLATFORMS SALES REPORT BY SYNTUN: TOTAL SALES OF 332.8 BILLION YUAN on the 11th of November

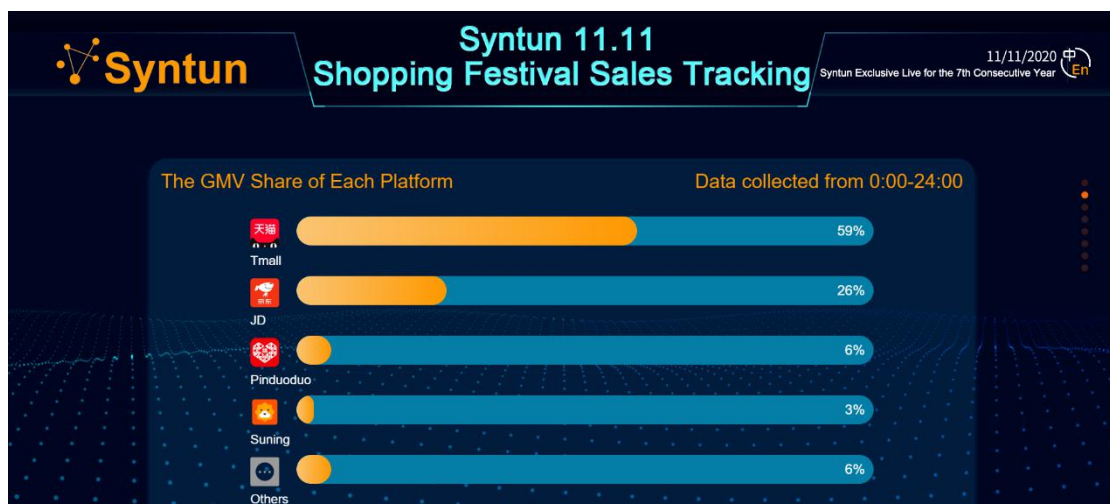
The annual “Double 11” Online Shopping Festival kicked off as expected. The year 2020 is special due to the ravage of COVID-19, but the persistent enthusiasm for consumption has dissipated the gloom and recession brought by COVID-19. Various sales measures have been launched by platform merchants one after another. Not only has the front line of promotion been lengthened, but also many new promotion methods have been added. Furthermore, new retail and live have become the biggest highlights of “Double 11” this year.

Syntun is a professional provider of big data products, services and solutions in the consumer sector. According to the monitoring data of “2020 Double 11 Total Sales of E-commerce Platforms” released by Syntun, on the day of “Double 11”, in terms of the sales of main e-commerce platforms, it was 175 billion Yuan from 0:00 to 6:00, 222 billion Yuan from 0:00 to 10:00, 273.2 billion Yuan from 0:00 to 14:00, and 309.3 billion Yuan from 0:00 to 19:00.

Syntun shows that the total sales of main e-commerce platforms during the whole day of “Double 11” in 2020 reached 332.8 billion Yuan, and a total of 1.325 billion express parcels were generated.



Syntun revealed that Tmall ranks first with 59% of sales. At the same time, JD.COM ranked second with 26% of “Double 11” Online Shopping Festival this year. Pinduoduo followed closely, with 6% of sales share, ranking third.



In terms of the performance of each import platform, Tmall Global ranks the first place in the international market, accounting for 9.85% of the sales with 32.788 billion Yuan; Followed by JD Global and VIPs Global, with their sales accounting for 7.12% and 6.24% respectively.



In terms of the industry turnover ranking list, TOP1 is Household appliances/electronics, TOP2 is Phones/Electronics, TOP3 is Clothing. From TOP4 to TOP10 industries, are Personal Care & Beauty, Shoes and Luggage, Furniture/Home Building Materials, Computer & Office, Foods/Drinks, Pregnancy & Baby Toy, Sports & Outdoors respectively.



It is noteworthy that a total of 81,923 brands and more than 31.46 million SKUs participated in the big promotion during the "Double 11" this year, and nearly 2.02 million new products were released, accounting for 6.41% of the total.



According to the list of brands in six popular categories:

Syntun 11.11 Shopping Festival Sales Tracking
 11/11/2020 Syntun Exclusive Live for the 7th Consecutive Year

Data collected from 0:00-24:00

Top 20 Manufacturers of Popular Categories by Sales

	Personal care	Snack Foods	Dairy/Milk Powder	Car Care	Grain oil/Condiments	Drinks
1	L'OREAL	Three Squirrels	YILI	Continental	jinlongyu	Vitasoy
2	Estee Lauder	Be&Cheery	MENGNUI	Mobil	FULINMEN	yuanqisenlin
3	Lancome	BESTORE	Abbott	MICHELIN	Master Kong	Daliyuan
4	Whoo	ChaCheer	Aptamil	DUNLOP	hujihua	Oce-Oce
5	SHISEIDO	LYFEN	Friso	Castrol	luhua	Red Bull
6	Olay	huaweiheng	MeadJohnson	Shell	shiyuedaotian	Watsons
7	Sulwhasoo	zhouheiya	Wyeth	PIRELLI	olivolia	NONGFU SPRING
8	SK-II	wangxiaolu	FIRMUS	BRIDGESTONE	MIIGHTY	PEPSI
9	CHANDO	WeLong	Nestle	GOODYEAR	LI Zhi	Master Kong
10	LA MER	Want Want	Junlebao	YOKOHAMA	chaihuodayuan	Perrier
11	Kiehl's	Lay's	BIOSTIME	Gili	TAILIANG RICE	Nestle
12	freeplus	haoxiangni	A2	HANKOOK	jinshahe	Wong Lo Kat
13	WINONA	wellong	Nutrilon	Great Wall	haday	coconut palm
14	Head & Shoulders	copico	kabrita	MAXXIS	Wu Feng	President
15	SKINCUTICALS	xiangshizhe	Sen yuan	KUMHO	chucui	OATLY
16	HomeFacialPro	Strong	DEVONDALE	LOPAL	HACHUANLUO	SUNTORY
17	Pechoin	yuayi	ADOPT A COW	GENERAL TIRE	Haidilao hot pot	feinuochun
18	Curel	yitao	Brightdairy	HONDA	President	EASTROC
19	Sisley	ganyuan	Maxigenes	NEXEN	huangshanghuang	Xiang piao piao
20	unifon	tengqiaopai	Want Want	CHAOYANG	shuanghui	Pecan Sweat

From the perspective of consumption rankings of various cities, Shanghai ranked first, followed by Beijing, Hangzhou ranked third, and the fourth to tenth cities were Shenzhen, Guangzhou, Chengdu, Chongqing, Suzhou, Nanjing, Wuhan respectively.

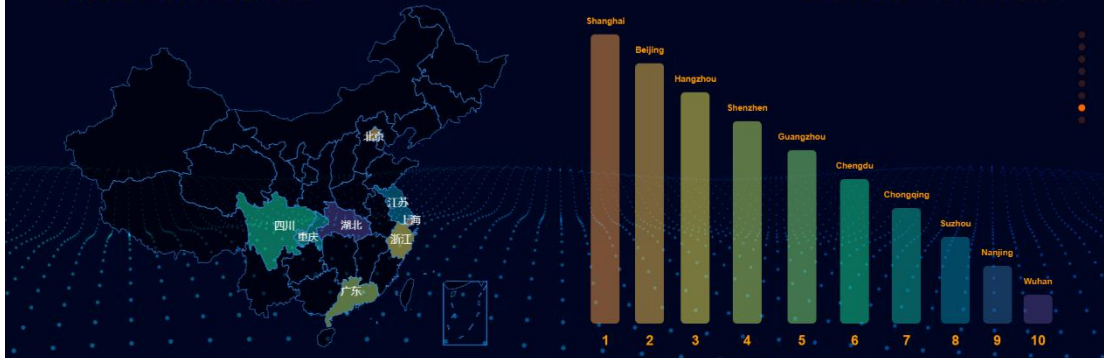


Syntun 11.11 Shopping Festival Sales Tracking

11/11/2020 Syntun Exclusive Live for the 7th Consecutive Year

National Sales Performance

Data collected from 0:00-24:00



For more information please contact us:



Syntun 11.11 Shopping Festival Sales Tracking

11/11/2020 Syntun Exclusive Live for the 7th Consecutive Year

Chinese first online consuming data provider of DaaS.

Stay tuned for "2020 Double 11 Sales Data Analysis Report" on Nov. 12th.

Contact us:

Tel: 400-066-9020

Web: <http://www.syntun.com>

Email: info@syntun.com

Facebook: <https://www.facebook.com/Syntun.Ltd>

Twitter: <https://twitter.com/syntunchina>

LinkedIn: <https://www.linkedin.com/company/syntun>