

CHINA 2021 “618 SHOPPING FESTIVAL” E-COMMERCE PLATFORMS SALES

REPORT BY SYNTUN: THE GMV OF 578.5 BILLION YUAN

The annual “618 Shopping Festival” is coming again. As the largest e-commerce shopping festival in the first half of the year, it is also the last opportunity for merchants to increase sales in the first half of the year. This year, the merchants on the platforms also offer constantly all kinds of promotion. They not only increase the intensity and scale of discounts, but also launch a variety of characteristic services such as list recommendation, pre-sale fast delivery and after-sales guarantee, paying more attention to the shopping experience of consumers.

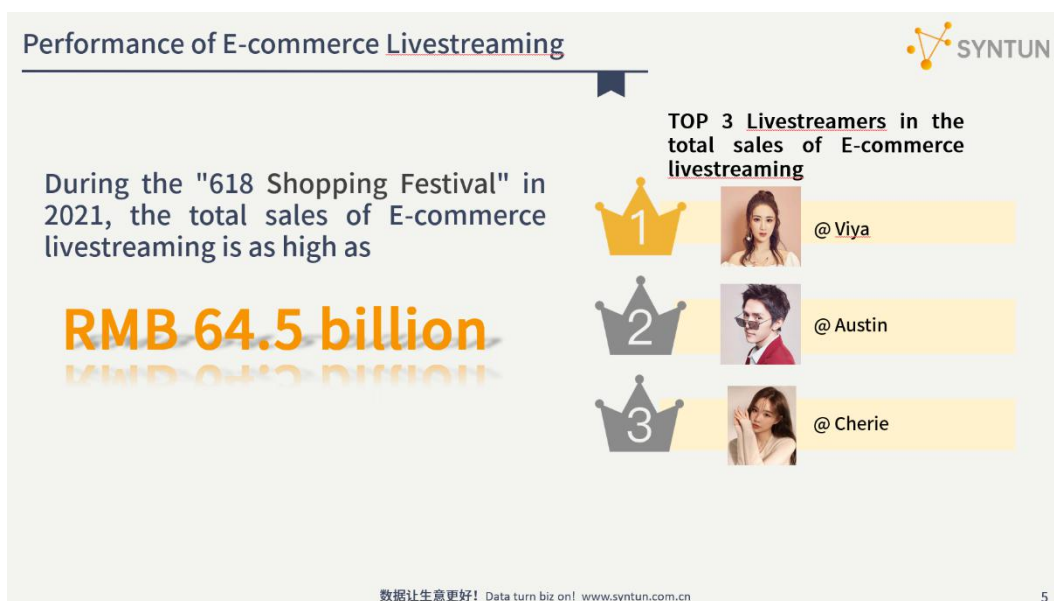
According to the whole network sales monitoring data from Syntun during the “618” in 2021 (from 00:00 on June 1, 2021 to 24:00 on June 18, 2021), the GMV of the whole network during this year’s “618” reached 578.5 billion RMB, with a year-on-year growth of 26.5%.



The data from Syntun shows that, among the sales of all the major platforms on the whole network during the “618” of this year, Tmall’ s sales still ranked first and JD’ s sales ranked second.



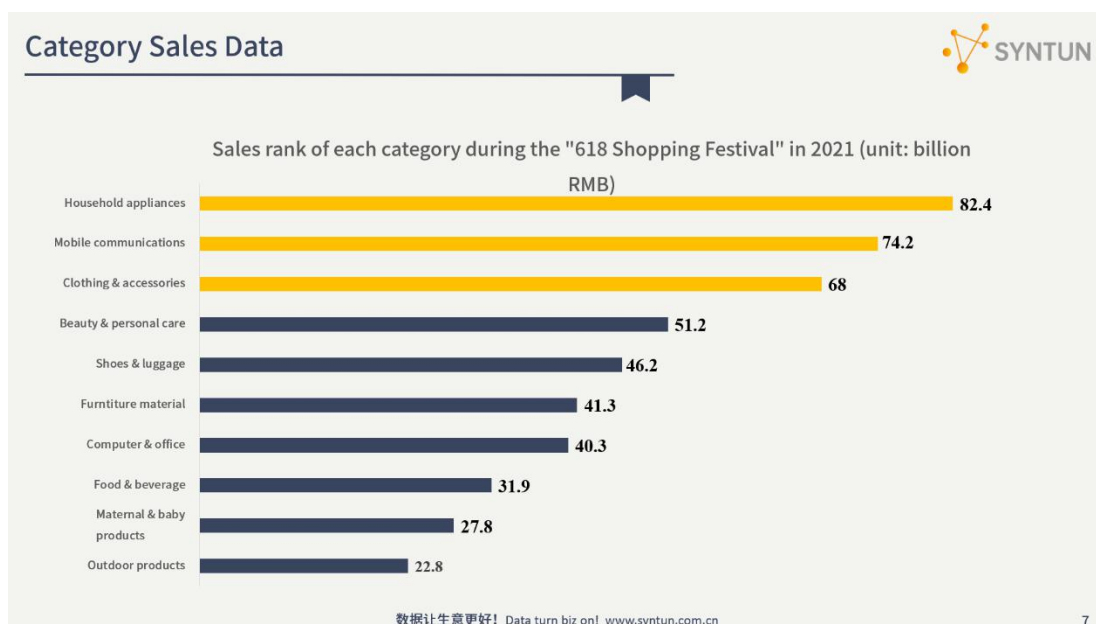
In view of the performance of e-commerce livestreaming, the total sales of e-commerce livestreaming during the “618” in 2021 is up to 64.5 billion RMB, and that of livestreamer Viya ranked first.



In view of the achievements of new retail, the sales of new retail during the “618” in 2021 reached 17.8 billion RMB, and the new retail platforms with the TOP3 sales were JD Daojia, Tao Xianda and Meituan Instant Shopping.



It is worth noting that in the industry turnover ranking list during the “618” , TOP1 is household appliances, TOP2 is mobile communication, TOP3 is clothing & accessories.



The above data are collected and released by Syntun. As a professional provider of big data products, services and solutions in the consumption field, Syntun provides global e-commerce data for the clients. Combining with industry demands, Syntun has developed various application products that can address the problems encountered in the production, operation, marketing and management process and help the brand to make accurate decisions.

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