

Annual 618 Shopping Festival Shows Chinese E-commerce is Roaring.

Syntun Release: China's 618 Shopping Festival GMV of 695.9 billion RMB

China just concluded its mid-year e-commerce shopping festival known as “618”. It’s the second-largest e-commerce shopping festival in China—second only to “Single’s Day” (November 11)—and possibly the second-largest shopping festival in the world.

As the most important consumer battle field in the first half of the year, the annual “618 Shopping Festival” has become a crucial market of business for all e-commerce platforms, and the pre-sale of “618” has also started as early as May. This year’s “618” features better users’ shopping experience and more simplified promotion rules, richer lists, more efficient logistics and more considerate after-sales services provided by each e-commerce platforms, which attracted more consumers to join the online shopping spree.

Syntun.com had continuously tracked the sales data of e-commerce platform during "618" . Let's take a look at the performance of each platform, category, and brand on "618" this year.



618 Data Monitoring Instructions

Source	The data in this report comes from the big data system independently developed by Syntun, which can real-time monitor, collect, process, integrate, calculate and analyze the data from e-commerce platforms.
Range	40+ platforms, 2505 categories, 87238 brands, and 20 million commodities.
Period	20:00 31st May, 2022 - 24:00 18th June, 2022
Disclaimers	The data in this report is generated by the data recording system independently developed by syntun, to record page information from the perspective of consumers. syntun promises to maintain an objective and neutral position in the entire process of information aggregation, processing, and integration. syntun have the final interpretation right of this report.

According to the data Monitoring by Syntun, during 2022 China “618” (from 20:00 on May 31st to 24:00 on June 18th), the GMV of the major e-commerce platforms (only including traditional e-commerce platforms and livestreaming e-commerce platforms) was 695.9 billion RMB.

GMV



Note: This data not include New Retail E-commerce Platforms and Community Group Buying E-commerce Platforms.



The GMV of traditional e-commerce platforms reached 582.6 billion yuan this year, and the top three platforms were no different from previous years, with Tmall still holding the top spot, followed by JD and PDD.



Livestreaming e-commerce platforms performed brilliantly, with the GMV of 144.5 billion. Influenced by the withdrawal of Li Jiaqi and other chief live streamer of Diantao, the ranking of Livestreaming e-commerce platforms during 618 had been changed, Diantao is not as good as Tiktok and Kuaishou to third place.



Top E-commerce Live streamers by GMV

Ranking	Live streamer	Platform	GMV(bill.)
1	Dan Dan	Kuaishou	1.60
2	Zhou Meng	Kuaishou	1.06
3	Guangdong Couple	Tiktok	0.49
4	Beautiful Shi	Kuaishou	0.46
5	Mr. Dong	Tiktok	0.39

Note: This ranking excludes Diantao platform.

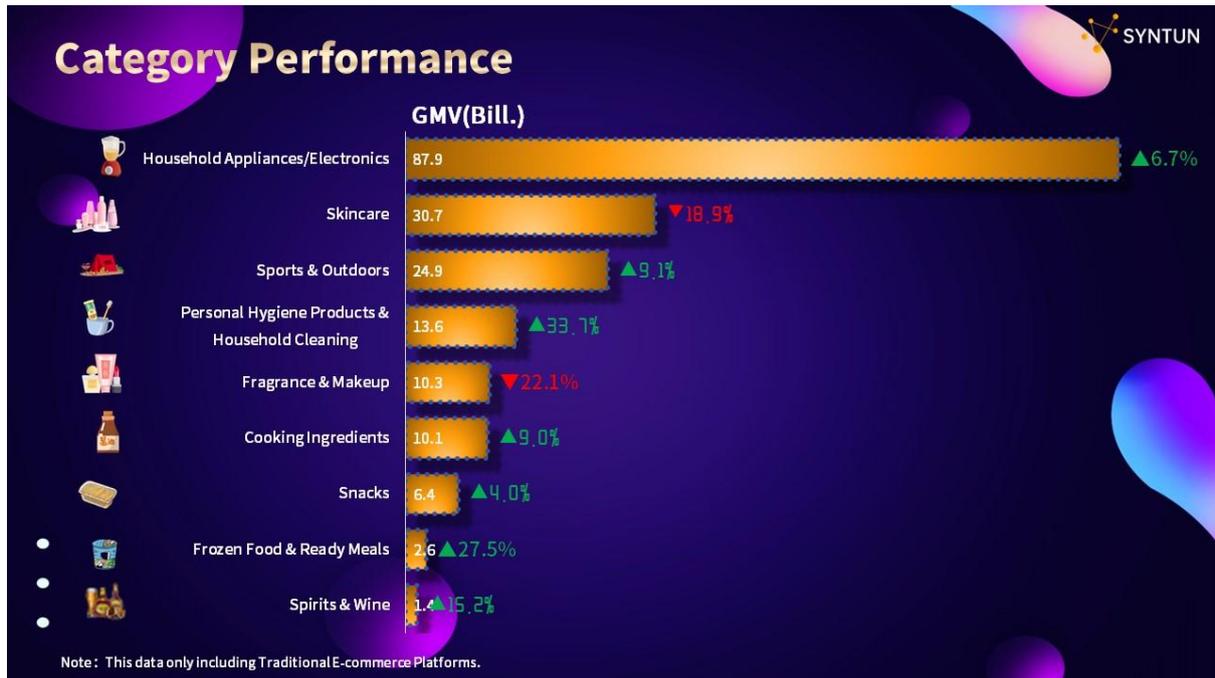
In terms of new retail platforms, the GMV reached 22.4 billion yuan during “618”, with the top 3 new retail platforms sales being JDtohome, Meituanshangou and Tao Xian Da respectively.



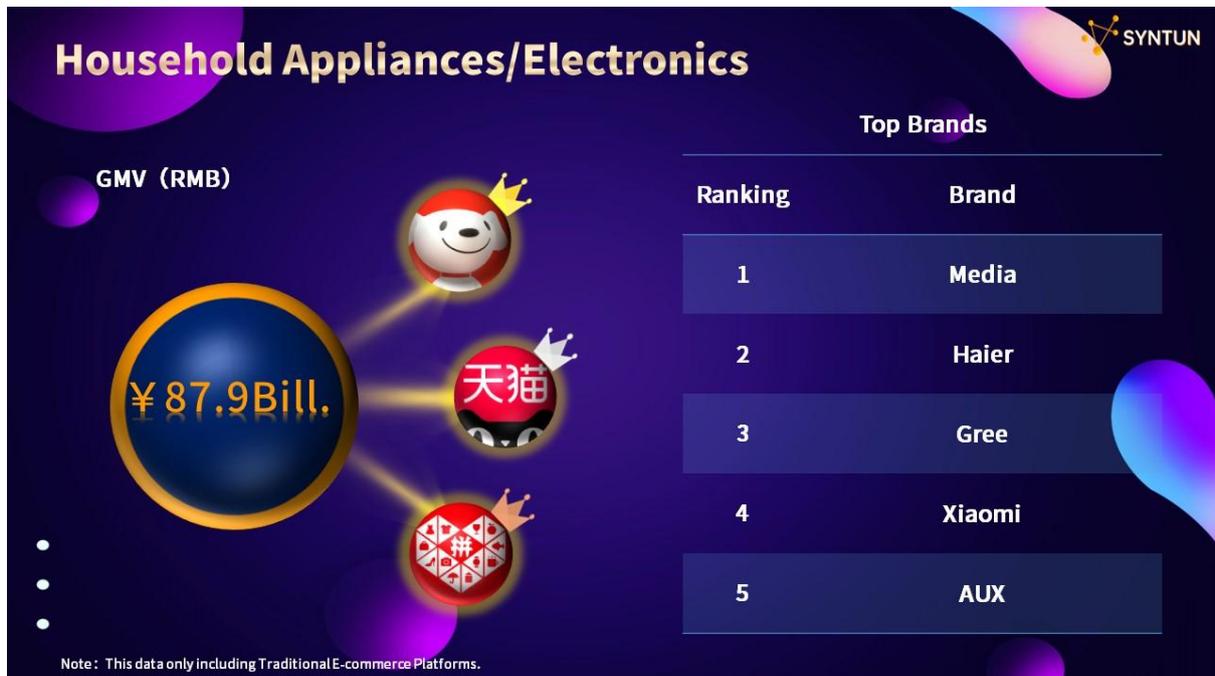
Community group buying platforms have begun to join the “618” competition, the GMV reached 15.3 billion yuan.



In terms of popular sales categories, household appliances performed well with a year-on-year growth rate of 6.7%, while skincare and fragrance & makeup decreased of 18.9% and 22.1% year-on-year.



GMV of Household Appliances/Electronics during 618 reached 87.9 Billion, Midea, Haier and Gree performed well.



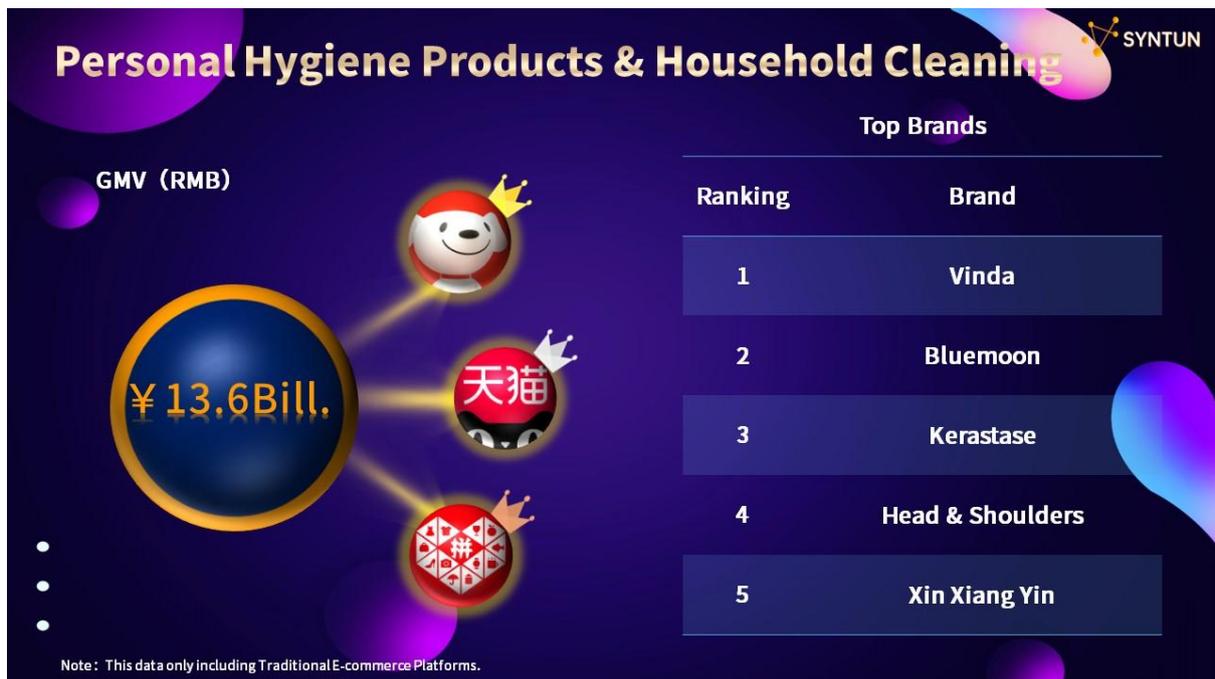
GMV of Sports & Outdoors during 618 reached 24.9Billion.



GMV of Skincare during 618 reached 30.7 Billion, Estee Lauder, Lancome and Olay performed well.



GMV of Personal Hygiene Products & Household Cleaning during 618 reached 13.6Billion, Vinda, Bluemoon and Kerastase performed well.



GMV of Fragrance & Makeup during 618 reached 10.3 Billion, Yves saint laurent, Florasis and Color Key performed well.



GMV of Cooking Ingredients during 618 reached 10.1 Billion.



GMV of Snacks during 618 reached 6.4 Billion, Three Squirrels, BESTSTORE, Be & Cheery performed well.



GMV of Frozen Food & Ready Meals during 618 reached 2.6 Billion.



GMV of Spirits & Wine during 618 reached 1.4 Billion.





As a professional digital retail data service provider, Syntun has developed a variety of products in line with the needs of the retail industry, which can solve the problems encountered in the process of production, operation, marketing and management, and help brands make accurate decisions.

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