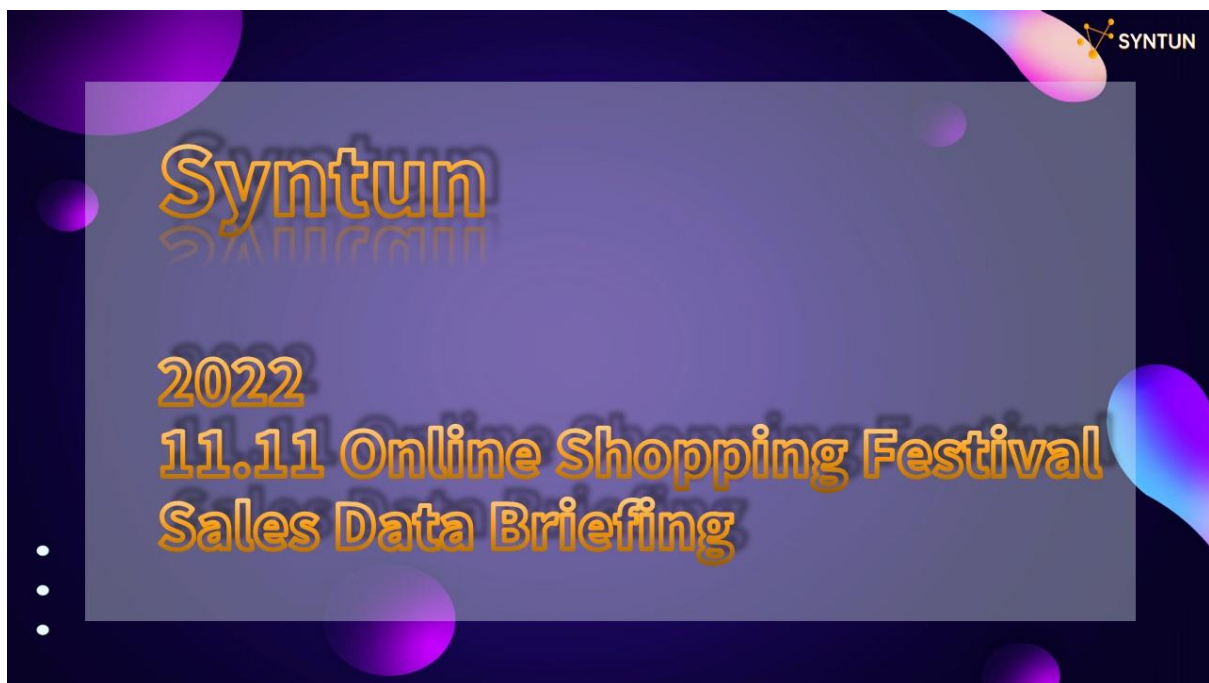


## China's Double 11 Shopping Festival Total Transaction Value Exceeds Trillions of RMB for the First Time

### Syntun Release: China's Double 11 Shopping Festival GMV of 1115.4 billion RMB

After 14 years of development, the Double Eleven shopping festival has matured. This year, instead of announcing sales results, the platforms are focusing more on achievements in areas such as helping farmers, green and environmental protection. Beyond commercial value, the platforms continue to enhance their ability to create social value. All platforms and brands have shifted their focus to how to retain users and how to bring them a better shopping experience.

For the ninth year, Syntun is monitoring and releasing Double 11 sales data as a third-party platform in order to bring a more impartial and objective perspective to the public. Let's take a look at the performance of each platform, category, and brand on "double 11" this year.



## 11.11 Data Monitoring Instructions

Source	The data in this report comes from the self-developed big data system by Syntun, which enables the monitoring, collection, processing and integration of information on public pages of e-commerce platforms. The data is released after being calibrated by Syntun AI statistical model, and the calculation process is in compliance with statistical standards. All data is unaudited.
Range	40+ platforms, 2505 categories, 88543 brands, and 20 million commodities.
Period	20:00 31st October. 2022 -24:00 11th November. 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.

## GMV

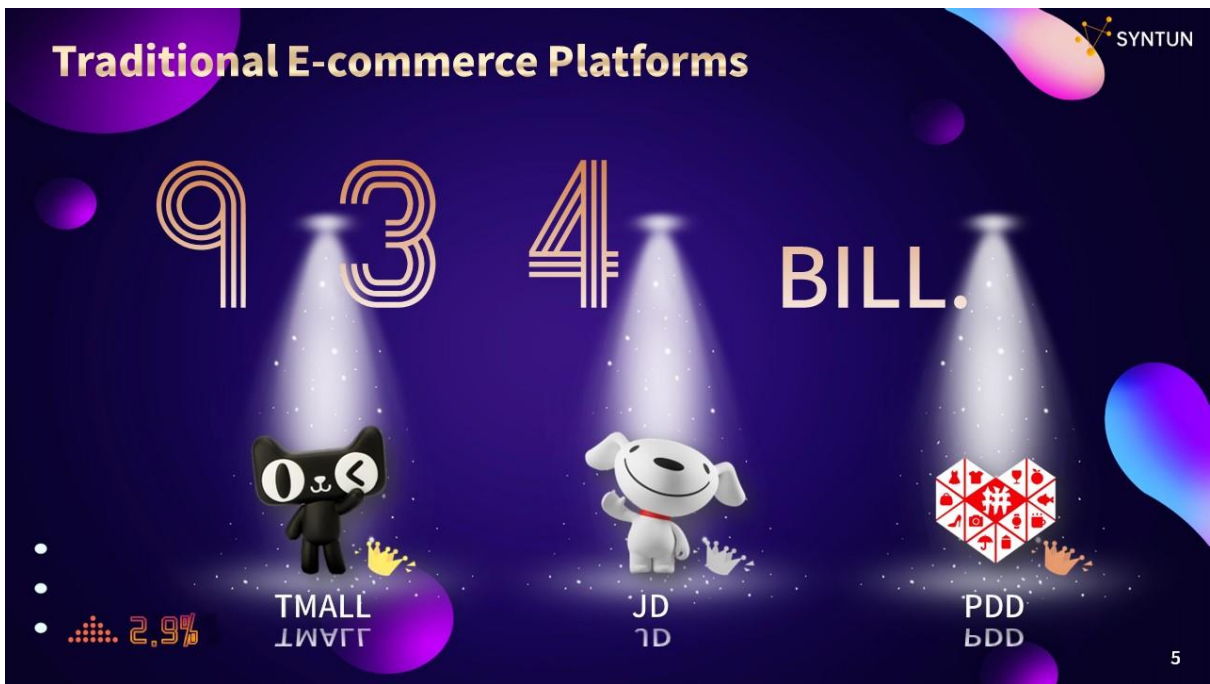


Note: This data not include New Retail E-commerce Platforms and Community Group Buying E-commerce Platforms.

According to the data Monitoring by Syntun, during 2022 China “double 11” (from 20:00 on October 31<sup>st</sup> to 24:00 on November 11<sup>th</sup>), the GMV of the major e-commerce platforms (only including traditional e-commerce platforms and livestreaming e-commerce platforms) was 1115.4 billion RMB.



# Platform & Channel



The GMV of traditional e-commerce platforms was 934 billion, with Tmall platform ranking first.



Livestreaming e-commerce platforms performed brilliantly, with the GMV of 181 billion, total increase of 146.1%. Despite the return of head live streamer such as Li Jiaqi to Diantao, the sales of Tiktok are still slightly higher than Diantao.

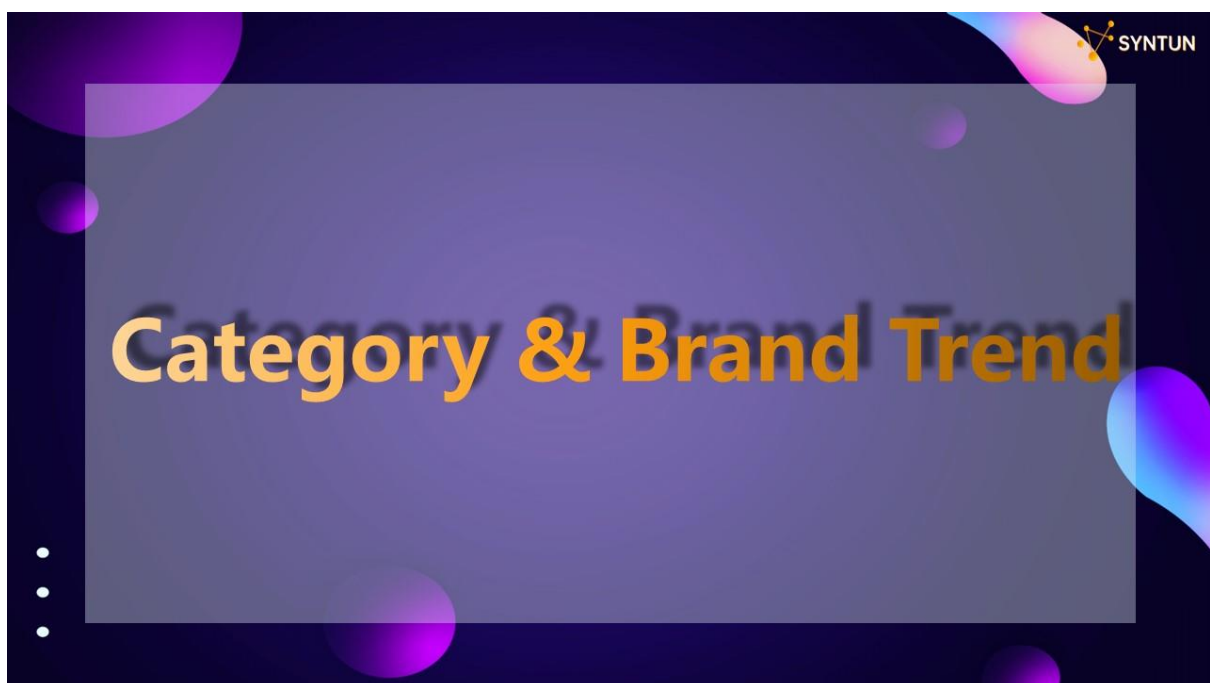


In terms of new retail platforms, the GMV reached 21.8 billion yuan during “double 11”, with the top 3 new retail platforms sales being Meituanshangou, JDtohome and Tao Xian Da respectively.



Community group buying platforms did not have an outstanding performance with total sales of 13.5 billion yuan.

We have looked at some of the popular categories and brands and the sales performance on Double 11 are as follows:



# Soft Drinks

GMV (Billion RMB)



N.B. Only include Traditional E-commerce Platforms and Diantao

**1st**  
Percentage : 45%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	NONGFU SPRING	0.5	58.75
2	OATLY	0.4	81.71
3	CHI FOREST	0.3	82.70
4	Fino	0.3	60.99
5	Vitasoy	0.3	25.77

**2nd**  
Percentage : 45%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Coca-Cola	0.7	42.80
2	Watsons	0.5	84.85
3	NONGFU SPRING	0.4	58.07
4	Pepsi	0.3	34.97
5	Vitasoy	0.2	51.49

# Spirits & Wine

GMV (Billion RMB)



N.B. Only include Traditional E-commerce Platforms and Diantao

**1st**  
Percentage : 62%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Martell	0.8	504.95
2	Hennessy	0.5	587.16
3	Remy Martin	0.5	527.33
4	Johnnie walker	0.3	188.17
5	Dassai	0.1	571.34

**2nd**  
Percentage : 31%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Hennessy	0.6	2530.32
2	Martell	0.5	1081.05
3	MACALLAN	0.5	1062.17
4	Remy Martin	0.4	500.44
5	Dassai	0.1	645.34

# Pet Foods

GMV (Billion RMB)



N.B. Only include Traditional E-commerce Platforms and Diantao

1st  
Percentage : 53%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Lifease	1.2	194.08
2	MYFOODIE	1.1	94.98
3	Nourse	1.0	256.69
4	Alfie&Buddy	0.9	154.92
5	LEGEND SANDY	0.9	276.09

2nd  
Percentage : 37%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	ROYAL CANIN	1.1	232.35
2	Lifease	0.8	81.05
3	MYFOODIE	0.7	68.62
4	Orijen	0.7	550.30
5	ACANA	0.4	644.33

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# Household Appliances/Electronics

GMV (Billion RMB)



N.B. Only include Traditional E-commerce Platforms and Diantao

1st  
Percentage: 59%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Midea	65.0	1857.79
2	Haier	50.1	3567.70
3	Gree	23.5	3200.71
4	MIUI	17.3	1916.50
5	TCL	15.0	3973.44

2nd  
Percentage : 33%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Midea	27.0	760.13
2	Haier	21.7	2273.74
3	TINECO	11.3	3286.80
4	ECOVACS	10.2	4090.26
5	Littleswan	8.6	2515.47

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# Fragrance & Makeup

SYNTUN

GMV (Billion RMB)

21.6

N.B. Only include Traditional E-commerce Platforms and Diantao

1st  
Percentage : 68%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	MAC	2.6	351.73
2	3CE	2.5	138.31
3	Florasis	2.4	145.25
4	YSL	2.2	529.69
5	Estee Lauder	2.0	479.87

2nd  
Percentage : 20%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	YSL	1.5	537.94
2	Dior	1.3	388.45
3	Chanel	0.6	612.57
4	Estee Lauder	0.6	508.93
5	CPB	0.5	459.82

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# Personal Hygiene Products & Household Cleaning

SYNTUN

GMV (Billion RMB)

28.6

N.B. Only include Traditional E-commerce Platforms and Diantao

1st  
Percentage : 52%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Vinda	4.6	54.98
2	C&S	3.6	58.01
3	Bluemoon	3.1	66.11
4	Breeze	2.7	52.25
5	Head & Shoulders	2.3	66.20

2nd  
Percentage : 39%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	whisper	4.1	115.41
2	KERASTASE	4.1	343.02
3	Vinda	3.2	45.84
4	Walch	2.8	75.52
5	L'OREAL	2.4	184.21

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# Skincare

GMV (Billion RMB)

60.6

N.B. Only include Traditional E-commerce Platforms and Diantao

1st  
 天猫  
 Percentage: 67%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	L'OREAL	27.9	291.42
2	Estee Lauder	21.7	936.84
3	Lancome	21.3	1011.20
4	Olay	17.3	297.87
5	PROYA	16.0	332.13

2nd  
 Percentage: 29%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Lancome	4.7	1084.81
2	Estee Lauder	3.1	761.75
3	SK-II	2.9	1348.31
4	HR	2.8	2800.34
5	L'OREAL	2.6	168.07

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# Frozen Food & Ready Meals

GMV (Billion RMB)

6.9

N.B. Only include Traditional E-commerce Platforms and Diantao

1st  
 天猫  
 Percentage: 52%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	AIRMETER	0.9	143.62
2	Haohuanluo	0.8	84.94
3	Baixiang	0.8	40.30
4	Shifu.Kong	0.6	26.85
5	Haidilao	0.5	37.35

2nd  
 Percentage: 28%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Shifu.Kong	0.7	31.22
2	Tongyi	0.5	20.48
3	Liziqi	0.3	85.53
4	Haidilao	0.3	51.28
5	SHINEWAY	0.2	20.37

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# Snacks

GMV (Billion RMB)

13.5

N.B. Only include Traditional E-commerce Platforms and Diantao

1st  
Percentage: 56%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Three Squirrels	4.1	44.37
2	BE & CHEERY	3.9	45.27
3	Bestore	3.7	33.16
4	BIBIZAN	1.3	19.38
5	meiguoshiguang	1.1	48.94

2nd  
Percentage: 26%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Three Squirrels	6.3	36.76
2	Bestore	6.1	28.87
3	BE & CHEERY	3.5	29.32
4	Member's Mark	0.3	91.41
5	DaLi	0.2	9.71

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# Cooking Ingredients

GMV (Billion RMB)

21.3

N.B. Only include Traditional E-commerce Platforms and Diantao

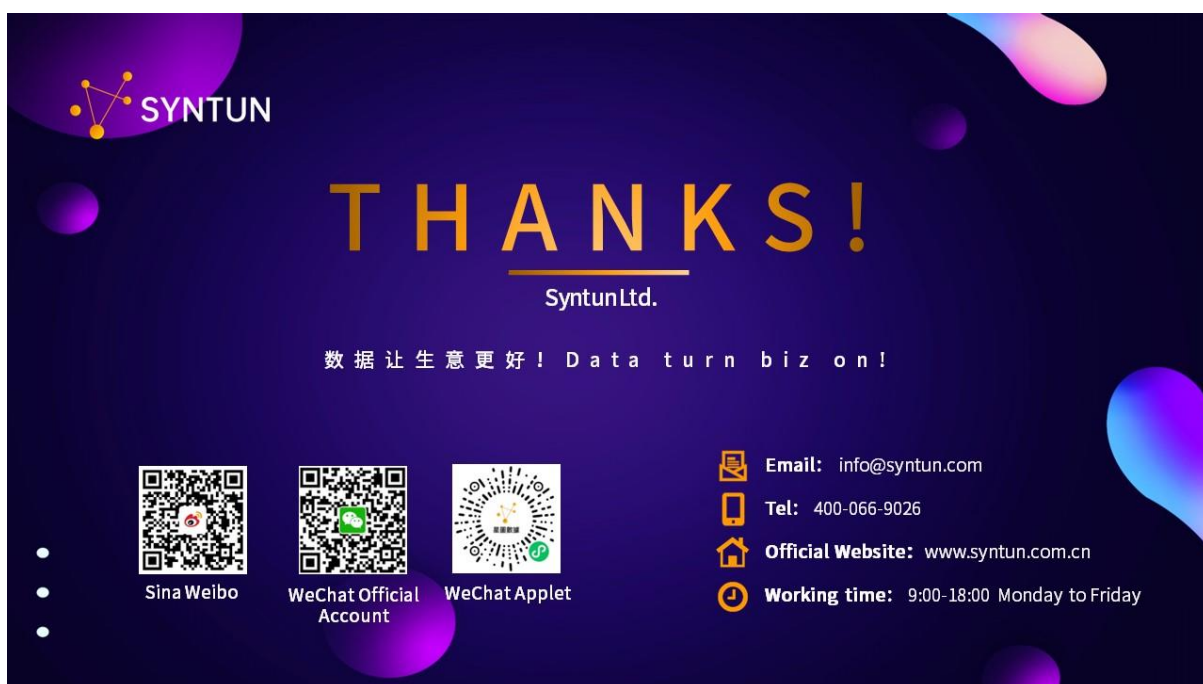
1st  
Percentage: 42%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Jinlongyu	3.0	79.27
2	Luhua	1.5	149.07
3	Fulinmen	1.3	94.48
4	Hujihua	1.0	154.22
5	Shiyuedaotian	0.9	118.59

2nd  
Percentage: 37%

Ranking	Brand	GMV (100 million)	Average Price(Yuan)
1	Jinlongyu	6.1	62.12
2	Shiyuedaotian	5.3	58.11
3	Fulinmen	5.1	55.52
4	Luhua	4.3	164.15
5	Hujihua	1.9	169.42

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