

**Syntun | 2023 "618" Sales Report: The GMV during the "618" promotion increased and finally reached 798.7 billion yuan, and the livestreaming platforms became a traffic booster.**

The "618" shopping festival has come to an end in the heat of the summer. This year's 618 shopping festival coincided with the 20th anniversary of JD.com, Father's Day and the Dragon Boat Festival, prompting more activities on the platform than in previous years. Traditional e-commerce platforms have launched tens of billions of subsidies, various fee waivers and traffic support policies to help merchants improve their performance, but consumers don't seem as enthusiastic as they used to be.

The livestreaming platforms have become one of the few highlights of this year's promotion, but despite the rapid development of livestreaming e-commerce, the overall scale and level of service is still no match for traditional e-commerce.

For many years, Syntun is monitoring and releasing "618" 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 "618" this year.



## 618 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 31<sup>st</sup> May, 2022 -23:59 18<sup>th</sup> 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.

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## Platform & Channel

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The Total GMV of 2023 “618” Shopping Festival:

798.7 Bill.

Source : Syntun; The total GMV including the GMV of traditional e-commerce platforms and livestreaming e-commerce platforms.

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According to the data Monitoring by Syntun, during 2023 China “618” shopping festival (from 20:00 on May 31<sup>st</sup> to 23:59 on June 18<sup>th</sup>), the GMV of the major e-commerce platforms (only including traditional e-commerce platforms and livestreaming e-commerce platforms) was 798.7 billion RMB.

## Traditional E-commerce Platforms

614.3 Bill.

5.4%



The GMV of traditional e-commerce platforms was 614.3 billion, with Tmall platform ranking first.

## Livestreaming E-commerce Platforms



# 184.4 Bill.



Livestreaming e-commerce platforms performed brilliantly, with the GMV of 184.4 billion, with Tiktok platform ranking first.

## New Retail E-commerce Platforms



# 24.3 Bill.



In terms of new retail platforms, the GMV reached 24.3 billion yuan during "618", with the top 3 new retail platforms sales being Meituanshangou, JDtohome and Ele.me respectively.

16.7 Bill.



Duo Duo Mai Cai  
DUO DUO MAI CAI



Mei Tuan You Xuan  
MEI TUAN YOU XUAN



Xing Sheng You Xuan  
XING SHENG YOU XUAN

Community group buying platforms did not have an outstanding performance with total sales of 16.7 billion yuan.

We have looked at some of the popular categories and brands and the sales performance on 618 are as follow:



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Category & Brand Trend

## Fragrance & Makeup



| Ranking | Brand              |
|---------|--------------------|
| 1       | 3CE                |
| 2       | Estee Lauder       |
| 3       | Yves saint laurent |
| 4       | Florasis           |
| 5       | Armani             |



| Ranking | Brand              |
|---------|--------------------|
| 1       | Yves saint laurent |
| 2       | Dior               |
| 3       | Chanel             |
| 4       | Givenchy           |
| 5       | Lancome            |

## Personal Hygiene Products & Household Cleaning



| Ranking | Brand    |
|---------|----------|
| 1       | Whisper  |
| 2       | Vinda    |
| 3       | Cheerful |
| 4       | Liby     |
| 5       | Breeze   |



| Ranking | Brand            |
|---------|------------------|
| 1       | Vinda            |
| 2       | Head & Shoulders |
| 3       | Xin Xiang Yin    |
| 4       | C&S              |
| 5       | OLAY             |

## Cooking Ingredients



| Ranking | Brand         |
|---------|---------------|
| 1       | Jinlongyu     |
| 2       | Fulinmen      |
| 3       | Luhua         |
| 4       | Shiyuedaotian |
| 5       | Hujihua       |



| Ranking | Brand         |
|---------|---------------|
| 1       | Jinlongyu     |
| 2       | Shiyuedaotian |
| 3       | Luhua         |
| 4       | Chaihuodayuan |
| 5       | Fulinmen      |

## Snacks



| Ranking | Brand           |
|---------|-----------------|
| 1       | Three Squirrels |
| 2       | Bestore         |
| 3       | BIBIZAN         |
| 4       | BE & CHEERY     |
| 5       | Wang Xiaolu     |



| Ranking | Brand           |
|---------|-----------------|
| 1       | BE & CHEERY     |
| 2       | Bestore         |
| 3       | Three Squirrels |
| 4       | Member's Mark   |
| 5       | JD Jing Zao     |

## Health & Supplements



| Ranking | Brand      |
|---------|------------|
| 1       | Swisse     |
| 2       | BYHEALTH   |
| 3       | Blackmores |
| 4       | Move Free  |
| 5       | Lifespace  |



| Ranking | Brand         |
|---------|---------------|
| 1       | Swisse        |
| 2       | BYHEALTH      |
| 3       | Tongrentang   |
| 4       | HAPHARM GROUP |
| 5       | Blackmores    |

## Sports & Outdoors



| Ranking | Brand   |
|---------|---------|
| 1       | Nike    |
| 2       | Adidas  |
| 3       | JORDAN  |
| 4       | Li Ning |
| 5       | ANTA    |



| Ranking | Brand   |
|---------|---------|
| 1       | Nike    |
| 2       | Li Ning |
| 3       | ANTA    |
| 4       | Adidas  |
| 5       | FILA    |



## Pet Foods



| Ranking | Brand         |
|---------|---------------|
| 1       | Wangyianxuan  |
| 2       | Chengshiyikou |
| 3       | Royal Canin   |
| 4       | Myfoodie      |
| 5       | Orijen        |

| Ranking | Brand        |
|---------|--------------|
| 1       | Royal Canin  |
| 2       | Myfoodie     |
| 3       | Wangyianxuan |
| 4       | Pure&Natural |
| 5       | Instinct     |

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