Sales Data for China's Singles Day Shopping Festival 2023 Reveals Robust Consumption Demand -- Syntun Release: China's Singles Day Shopping Festival GMV Reaches 1138.6 Billion RMB

The 15th Singles Day festival, commonly known as "Double 11", has drawn to a close. This year, all platforms strategically centered their focus on "low prices" with the aim of providing consumers with the best deals, aligning with the core principle of "Double 11". Alibaba Group, in particular, made "the lowest price across the whole network" its central objective, employing "dynamic price comparison" to ensure consumers receive optimal value for their money.

JD.com not only adopted "Really Cheap" as its overarching theme but also underscored initiatives such as offering an extensive array of products available for immediate purchase, eliminating the conventional pre-sales model, and implementing "price guarantees covering over 800 million products for 30 days". Meanwhile, Pinduoduo carved out a niche in the fiercely competitive market through its enduring strategy of affordable pricing, exemplified by the "10 billion subsidy campaign," showcasing remarkable competitiveness.

In the current economic landscape characterized by structurally slowing growth and a growing sense of consumer caution, the quest for "value" has gained significant prominence. For businesses and platforms, the imperative of retaining consumers and delivering enhanced shopping experiences has become a paramount concern.

On the one hand, there is a need to augment the perceived "value" of consumption by refining product quality, innovating marketing strategies, and elevating service standards. On the other hand, a continuous commitment to enriching and optimizing the shopping experience is essential to invigorate consumers' shopping enthusiasm and meet their evolving demands. In light of these challenges, it begs the question: How did brands and platforms perform in sales this year?

For the tenth consecutive year, Syntun, as a third-party platform, has monitored and released sales data for the Double 11, with the aim of providing the public with a more impartial and objective perspective on the data. According to Syntun, from 8:00 PM on October 31st to 11:59 PM on November 11th (JD.com started from 8:00 PM on October 23rd), the GMV of the major e-commerce platforms (only including traditional e-commerce platforms and livestreaming e-commerce platforms) reached 1138.6 billion RMB, reflecting a year-on-year increase of 2.08%.

星图数据 SYNTUN

2023 11.11 Sales Data Briefing

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 information refers to Gross Merchandise Volume (GMV) of the website.
Range	Over 40 platforms, 2563 categories , 89987 brands, and 20 million commodities (excluding second-hand items, auctions, and virtual items).
Period	JD platform: 20:00 23rd October. 2023 - 23:59 11th November. 2023 other platforms: 20:00 31st October. 2023 - 23:59 11th November. 2023
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 has the final interpretation right of this report.

GMV

The Total GMV of 2023 "11.11" Shopping Festival:

1138.6 Bill.

2.08%

数据来源：星图数据，数据涵盖综合电商平台和直播电商平台

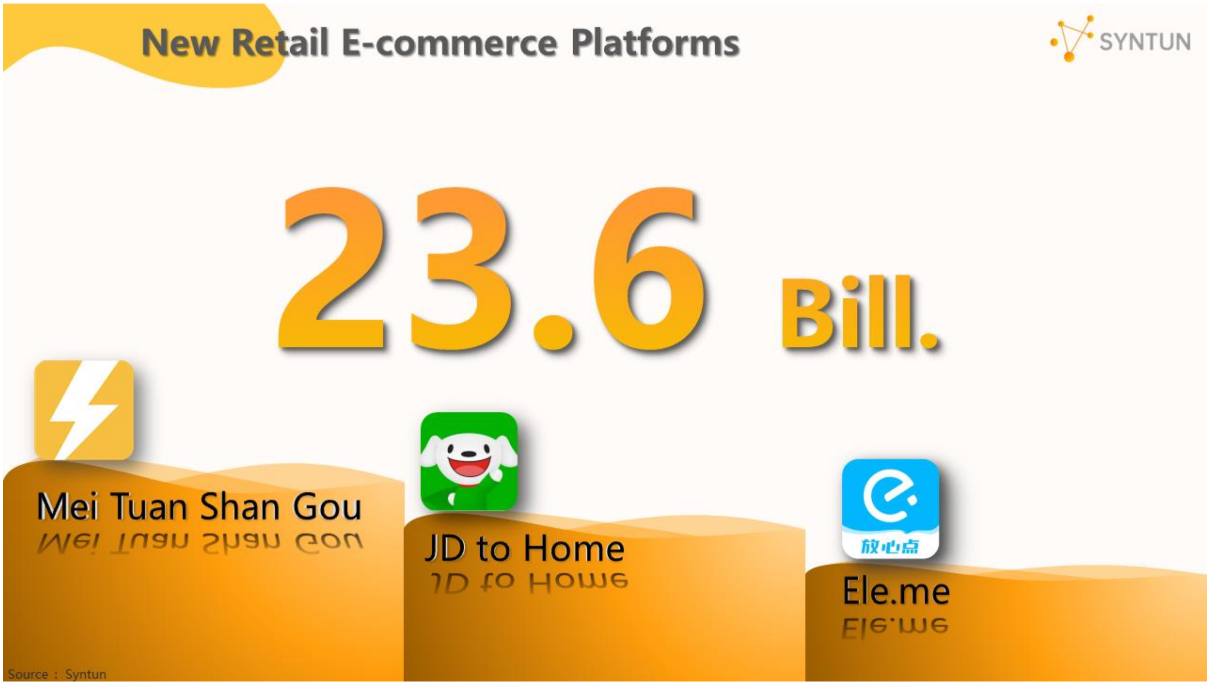
Source：Syntun, The total GMV including the GMV of traditional e-commerce platforms and livestreaming e-commerce platforms.

Platform & Channel Sales Performance

Source：Syntun

The GMV of traditional e-commerce platforms was 923.5 billion RMB, and Tmall platform ranking first.

Livestreaming e-commerce platforms performed brilliantly, with the GMV of 215.1 billion, and TikTok ranking first.



In terms of new retail platforms, the GMV reached 23.6 billion yuan during “Double 11”, with the top 3 new retail platforms’ sales being Meituanshangou, JDtohome and Ele.me, respectively.

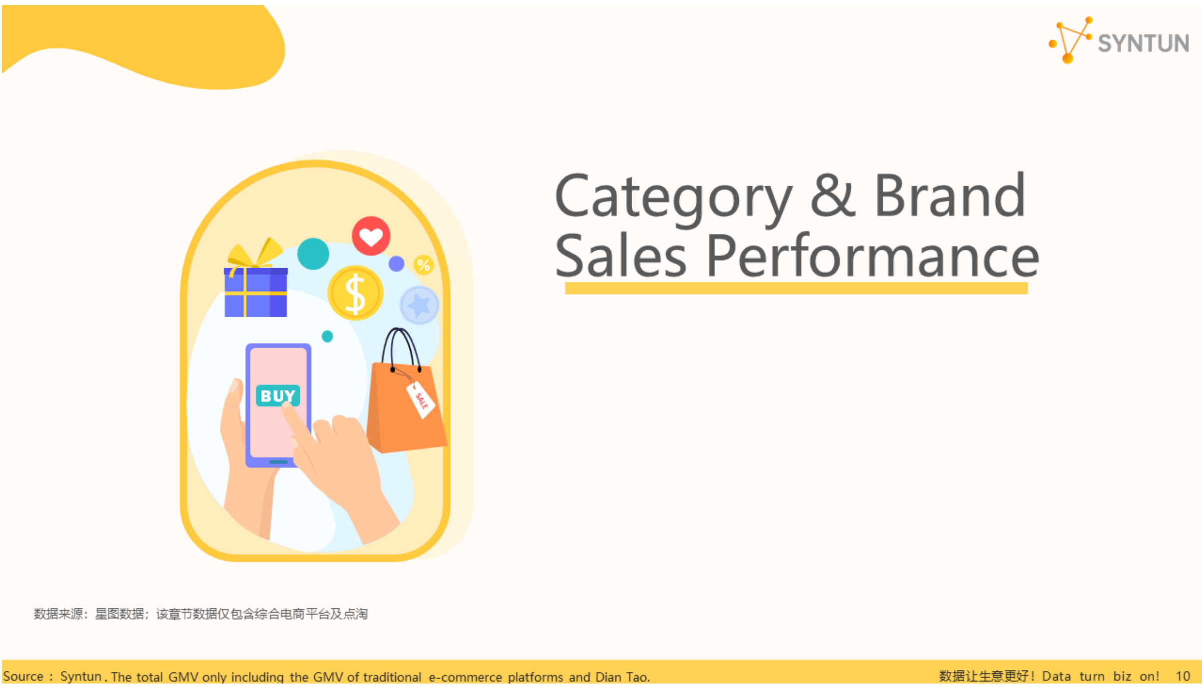
Community group buying platforms did not have an outstanding performance with total sales of 12.4 billion yuan.

The ranking of sales categories on traditional e-commerce platforms has remained relatively stable. The top ten sales categories, in descending order, are: Household appliances/electronics, Phones/Electronics, Clothing, Personal Care & Beauty, Shoes/Luggage, Computer & Office, Furniture/Home Building Materials, Foods/Drinks, Pregnancy&Baby/Toy, Sports & Outdoors.

Among the popular sales categories, Household Appliances/Electronics recorded sales of 152.6 billion yuan, Skincare reached 58.2 billion yuan, Personal Hygiene Products & Household Cleaning amassed 29.3 billion yuan, Cooking Ingredients saw sales of 22.7 billion yuan, Fragrance & Makeup amounted to 20.4 billion yuan, Health & Supplements garnered 14.8 billion yuan, Snacks totaled 12.1 billion yuan, and Pet Foods reached 4.8 billion yuan.

JD.com demonstrated a relative advantage in Household Appliances/Electronics, Personal Hygiene Products & Household Cleaning, and Cooking Ingredients. On the other hand, Tmall outperformed in the sales of Snacks, Skincare, Fragrance & Makeup, Pet Foods, and Health & Supplements during the Double 11.

Several categories and prominent brands excelled during Double 11, showcasing impressive sales performances. Here are the details of their sales during Double 11:



Household Appliances/Electronics

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152.6 Bill.

Proportion of sales volume: 31%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	Haier	1,898	2549
2	Midea	1,222	1035
3	ECOVACS	874	3713
4	Hisense	667	2271
5	Little Swan	641	3093

Proportion of sales volume: 61%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	Midea	5,815	1040
2	Haier	5,796	3030
3	Little Swan	2,105	2076
4	TCL	1,948	3459
5	Xiaomi	1,606	2005

Skincare

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58.2 Bill.

Proportion of sales volume: 68%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	L'Oreal	2,379	316
2	Proya	1,895	295
3	Lancome	1,771	964
4	Estee Lauder	1,643	899
5	Helena Rubinstein	1,168	1869

Proportion of sales volume: 28%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	SK-II	447	1162
2	Olay	282	214
3	L'Oreal	261	200
4	Proya	234	230
5	Estee Lauder	214	732

Personal Hygiene Products & Household Cleaning

Proportion of sales volume: 40%

Ranking	Brand	Sales Volume (Mil.)	Average price per unit (Yuan)
1	KÉRASTASE	358	347
2	Whisper	221	104
3	L'Oreal	180	197
4	Pantene	170	286
5	Head & Shoulders	82	107

Proportion of sales volume: 51%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	Vinda	255	47
2	C&S	129	45
3	Xin Xiang Yin	124	40
4	Head & Shoulders	118	73
5	Breeze	106	53

Cooking Ingredients

Proportion of sales volume: 43%

Ranking	Brand	Sales Volume (Mil.)	Average price per unit (Yuan)
1	Jinlongyu	298	71
2	Luhua	121	131
3	Fulinmen	108	86
4	Shiyuedaotian	82	99
5	Hujihua	76	136

Proportion of sales volume: 44%

Ranking	Brand	Sales Volume (Mil.)	Average price per unit (Yuan)
1	Jinlongyu	456	63
2	Luhua	319	156
3	Fulinmen	254	60
4	Shiyuedaotian	185	63
5	Chaihuodayuan	121	112

Fragrance & Makeup

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Proportion of sales volume: 70%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	YSL	240	528
2	CPB	215	625
3	TIMAGE	215	169
4	Nars	209	363
5	MAKE UP FOR EVER	174	256

Proportion of sales volume: 19%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	YSL	79	535
2	Carslan	56	75
3	CPB	54	451
4	Dior	54	399
5	Lancome	39	446

Source：Syntun. The total GMV only including the GMV of traditional e-commerce platforms and Dian Tao. Categories above are popular categories with high market attention.

Health & Supplements

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Proportion of sales volume: 49%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	Swisse	346	223
2	By-health	189	163
3	GNC	113	360
4	Blackmores	98	232
5	Move Free	89	274

Proportion of sales volume: 28%

Ranking	Brand	Sales Volume(Mil.)	Average price per unit (Yuan)
1	By-health	103	195
2	Swisse	102	165
3	Move Free	60	331
4	Inne	55	188
5	Centrum	47	160

Source：Syntun. The total GMV only including the GMV of traditional e-commerce platforms and Dian Tao. Categories above are popular categories with high market attention.

Snacks

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Proportion of sales volume: 55%

Ranking	Brand	Sales Volume (Mil.)	Average price per unit (Yuan)
1	Three Squirrels	365	41
2	Be & Cheery	346	38
3	Bestore	263	33
4	BIBIZAN	131	12
5	Lay's	122	22

Proportion of sales volume: 24%

Ranking	Brand	Sales Volume (Mil.)	Average price per unit (Yuan)
1	Three Squirrels	543	31
2	Bestore	531	22
3	Be & Cheery	388	26
4	Member’ s Mark	139	83
5	Jingdongjingzao	87	70

Pet Foods

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Proportion of sales volume: 52%

Ranking	Brand	Sales Volume (Mil.)	Average price per unit (Yuan)
1	ROSY FRESH	124	114
2	Wangyiyanxuan	88	86
3	Legendsandy	65	284
4	Honest Bite	64	98
5	Alfie&Buddy	61	185

Proportion of sales volume: 38%

Ranking	Brand	Sales Volume (Mil.)	Average price per unit (Yuan)
1	Royal Canin	96	195
2	Myfoodie	74	59
3	Wangyiyanxuan	33	68
4	Instinct	33	427
5	Pure Natural	28	293

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