

**Syntun|2024 "618" Promotion Report: The GMV during the "618" promotion decreased and finally reached 742.8 billion yuan, and the livestreaming platforms became a traffic booster.**

The "618" Grand Promotion of 2024 has drawn to a close, a landmark event that has ushered in a new era of simplified shopping. This year's event has eschewed the traditional pre-sales format in favor of an elongated promotional period designed to improve the consumer experience. E-commerce titans—Alibaba, JD, Pinduoduo, Douyin, and Kuaishou—have harmonized their event schedules to facilitate a more convenient and efficient shopping journey for consumers.

The platforms have recalibrated their operational focus, moving from a growth-driven to a user-centric approach. This strategic realignment is evident in the comprehensive support provided to SMEs and new merchants, which includes the deployment of AI and other state-of-the-art productivity tools to bolster their business capabilities.

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 has been monitoring and releasing "618" promotion 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.



## 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 20 platforms, 2565 categories, 90074 brands, and 20 million commodities (excluding second-hand items, auctions, and virtual items).
Period	Tmall platform: 20:00 20 <sup>th</sup> May, 2024 – 23:59 18 <sup>th</sup> June, 2024 ; JD platform: 20:00 31 <sup>st</sup> May, 2024 – 23:59 18 <sup>th</sup> June, 2024. (the period for other platforms is from the start time of 2024 "618" Promotion announced by them to 23:59 18 <sup>th</sup> June, 2024).
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.

Source : Syntun

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# 01

## Platform & Channel Sales Performance

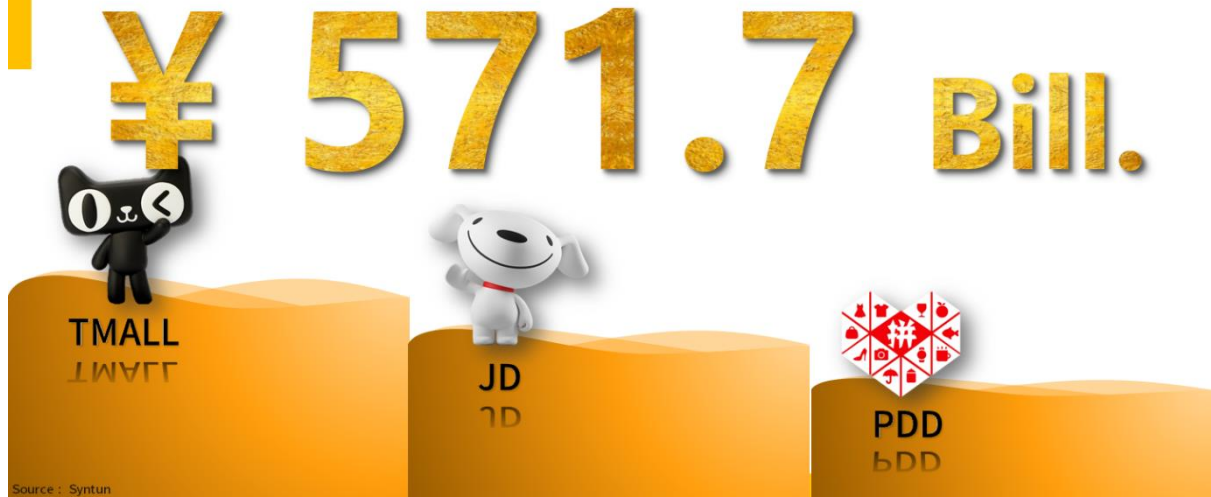


Source : Syntun

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According to Syntun, during 2024 “618” Grand Promotion(Tmall platform: 20:00 20<sup>th</sup> May, 2024 – 23:59 18<sup>th</sup> June, 2024 ; JD platform: 20:00 31<sup>st</sup> May, 2024 – 23:59 18<sup>th</sup> June, 2024. the period for other platforms is from the start time of 2024 "618" Promotion announced by them to 23:59 18<sup>th</sup> June, 2024. ), the GMV of the major e-commerce platforms (only including traditional e-commerce platforms and livestreaming e-commerce platforms) was 742.8 billion RMB.

## Traditional E-commerce Platforms



The GMV of traditional e-commerce platforms was 571.7 billion, and Tmall ranking first.

## Livestreaming E-commerce Platforms



Livestreaming e-commerce platforms performed brilliantly, with the GMV of 206.8 billion, and TikTok ranking first.

## New Retail E-commerce Platforms



¥ 24.9 Bill.



In terms of new retail platforms, the GMV reached 24.9 billion yuan during “618”, with the top 3 new retail platforms sales being Mei tuan shan gou, JD miao song to home and Ele.me respectively.

## Community Group Buying E-commerce Platforms



¥ 13.9 Bill.



Community group buying platforms did not have an outstanding performance with total sales of 13.9 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 Sales Performance



Source : Syntun

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### Household Appliances/Electronics



Proportion of sales volume: 28%

Ranking	Brand	Average price per unit (Yuan)
1	Midea	998
2	Haier	1854
3	GREE	1035
4	Xiaomi	1793
5	TCL	2635



Proportion of sales volume: 60%

Ranking	Brand	Average price per unit (Yuan)
1	Midea	1020
2	Haier	1902
3	Xiaomi	1687
4	GREE	2067
5	Little Swan	2531

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.

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## Skincare



Proportion of sales volume: 61%

Ranking	Brand	Average price per unit (Yuan)
1	Proya	240
2	Lancome	578
3	L'Oreal	234
4	Estee Lauder	731
5	SkinCeuticals	539



Proportion of sales volume: 23%

Ranking	Brand	Average price per unit (Yuan)
1	SK-II	1106
2	Estee Lauder	696
3	Proya	257
4	Lancome	598
5	Olay	231

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.

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## Personal Hygiene Products & Household Cleaning



Proportion of sales volume: 45%

Ranking	Brand	Average price per unit (Yuan)
1	Vinda	45
2	Kerastase	324
3	Liby	36
4	C&S	44
5	Breeze	48



Proportion of sales volume: 49%

Ranking	Brand	Average price per unit (Yuan)
1	Vinda	44
2	C&S	43
3	Xin Xiang Yin	39
4	Breeze	48
5	Blue Moon	63

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.

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## Cooking Ingredients



Proportion of sales volume: 48%

Ranking	Brand	Average price per unit (Yuan)
1	Jinlongyu	73
2	Luhua	98
3	Hujihua	106
4	Fulinmen	67
5	Haitian	18



Proportion of sales volume: 39%

Ranking	Brand	Average price per unit (Yuan)
1	Jinlongyu	77
2	Fulinmen	53
3	Shiyuedaotian	46
4	Luhua	107
5	Hujihua	84

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.

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## Health & Supplements



Proportion of sales volume: 44%

Ranking	Brand	Average price per unit (Yuan)
1	Swisse	280
2	By-health	135
3	Blackmores	225
4	GNC	244
5	WonderLab	213



Proportion of sales volume: 38%

Ranking	Brand	Average price per unit (Yuan)
1	Swisse	216
2	By-health	137
3	TongRenTang	105
4	Inne	196
5	MoveFree	267

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.

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## Fragrance & Makeup



Proportion of sales volume: 63%

Ranking	Brand	Average price per unit (Yuan)
1	TIMAGE	156
2	YSL	499
3	CPB	439
4	Estee Lauder	436
5	NARS	355



Proportion of sales volume: 21%

Ranking	Brand	Average price per unit (Yuan)
1	YSL	572
2	CPB	385
3	Estee Lauder	429
4	Givenchy	432
5	Dior	406

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.

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## Snacks



Proportion of sales volume: 47%

Ranking	Brand	Average price per unit (Yuan)
1	Three Squirrels	38
2	BIBIZAN	11
3	Bestore	30
4	Be & Cheery	24
5	Wangxiaolu	37



Proportion of sales volume: 37%

Ranking	Brand	Average price per unit (Yuan)
1	Three Squirrels	38
2	Bestore	29
3	Yanker shop Food	26
4	Be & Cheery	22
5	WantWant	19

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.

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## Pet Foods



Proportion of sales volume: 53%

Ranking	Brand	Average price per unit (Yuan)
1	ROSY FRESH	129
2	Myfoodie	44
3	Royal Canin	169
4	Honest Bite	97
5	LEGENDSANDY	198



Proportion of sales volume: 23%

Ranking	Brand	Average price per unit (Yuan)
1	Royal Canin	179
2	Myfoodie	42
3	Wangyixuan	78
4	Pure Natural	286
5	Orijen	483

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.

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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.

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