

Syntun|2024 “Double 11” Promotion Report: The GMV during China “Double 11 Shopping Festival” reached 1441.8 billion yuan.

The Double 11 Shopping Festival in 2024 is a year of change, signaling that e-commerce platforms want to transform their long-standing pursuit of "low prices". Revealed the idea of optimizing the business environment.

First, on the eve of the shopping festival, Taobao/Tmall platform launched WeChat payment and JD platform launched Alipay payment, which broke the payment restrictions between platforms and accelerated the flow of information and funds. Secondly, Taobao/Tmall have enabled JD Logistics, and JD has enabled Cai Niao Courier Station, accelerating logistics efficiency. E-commerce platforms have launched diversified subsidy policies to save operating costs and alleviate pressure on merchants.

Syntun has been monitoring and publishing e-commerce data fairly and impartially as a third-party platform for many years.

According to Syntun, during 2024 China “Double 11” shopping festival (Tmall & JD & PDD: Oct. 14th - Nov. 11th, 2024; TikTok : Oct. 8th - Nov. 11th, 2024; Kuaishou: Oct. 10th - Nov. 11th, 2024), the GMV of the major e-commerce platforms (only including traditional e-commerce platforms and livestreaming e-commerce platforms) was 1441.8 billion RMB. Traditional e-commerce platform GMV is 1109.3 billion RMB, of which Tmall platform ranks first. Live streaming e-commerce GMV is 332.5 billion RMB. Instant retail platform and community group-buying platform GMV are 28.1 billion RMB and 13.8 billion RMB respectively.

Household Electric Appliances and Mobile / Electronic Products are hot sales. Household Electric Appliances GMV is 193 billion yuan. Mobile / Electronic Products GMV is 170.6 billion yuan.

The following is a screenshot of the report:



2024 “Double 11” Sales Data Briefing

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Data Monitoring Instructions

Data 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.
Monitoring Scope	Over 20 platforms, 2000+ categories , 90000+brands, and 20 million commodities (excluding second-hand items, auctions, and virtual items).
Monitoring Time	Tmall&JD&PDD platform: 23:59 14 th October.2024 - 23:59 11 th November.2024 ; TikTok platform: 20:00 8 th October.2024 - 23:59 11 th November.2024. (the period for other platforms is from the start time of 2024 "Double 11" Promotion announced by them to 23:59 11 th November.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.

01 /PART

Platform & Channel
Sales Performance
 E-commerce Platform GMV

2024 "Double 11" shopping festival
Total GMV:

¥1441.8 Bill.

↑ YOY +26.6%

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According to Syntun, during 2024 "Double 11" Grand Promotion (Tmall platform: 23:59 Oct. 14th 2024 - 23:59 Nov. 11th 2024 ; JD platform: 23:59 Oct. 14th 2024 - 23:59 Nov. 11th 2024, the period for other platforms is from the start time of 2024 "Double 11" Promotion announced by them to 23:59 Nov. 11th 2024), the GMV of the major e-commerce platforms (only including traditional e-commerce platforms and livestreaming e-commerce platforms) was 1441.8 billion RMB.

Traditional E-commerce GMV



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The GMV of traditional e-commerce platforms was 1109.3 billion, and Tmall ranking first.

Livestreaming E-commerce GMV



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Livestreaming e-commerce platforms performed brilliantly, with the GMV of 332.5 billion, and TikTok ranking first.



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In terms of new retail platforms, the GMV reached 28.1 billion yuan during “Double 11”, 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 GMV



Source : Syntun

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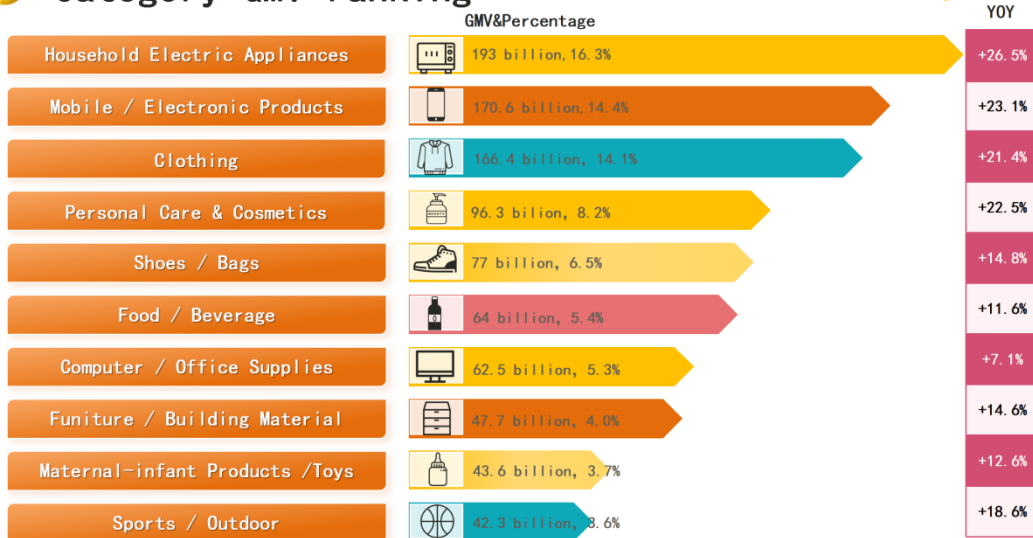
Community group buying platforms did not have an outstanding performance with total sales of 13.8 billion yuan.

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

02/PART

Category & Brand Sales Performance

Category GMV ranking



数据来源: 星图数据, 数据仅包含综合电商平台及点淘

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Household Appliances/Electronics



Total GMV
¥ 193
Bill.

T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	Haier
TOP2	Midea
TOP3	LittleSwan
TOP4	TCL
TOP5	Xiaomi

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Haier
TOP2	Midea
TOP3	Xiaomi
TOP4	LittleSwan
TOP5	GREE

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Skincare



Total GMV
¥ 71.5
Bill.

T-mall TOP 5 Brands Ranking


Ranking	Brand
TOP1	PROYA
TOP2	LANCOME
TOP3	L'Oréal
TOP4	Estee Lauder
TOP5	LA MER

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	PROYA
TOP2	OLAY
TOP3	L'Oréal
TOP4	Estee Lauder
TOP5	Clarins

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Personal Hygiene Products & Household Cleaning 

Total GMV
 **31.5**
 Bill.

T-mall TOP 5 Brands Ranking


Ranking	Brand
TOP1	Kerastase
TOP2	Whisper
TOP3	PANTENE
TOP4	L'Oréal
TOP5	Vinda

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	C&S
TOP2	Vinda
TOP3	Breeze
TOP4	Xin Xiang Yin
TOP5	head & shoulders

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Cooking Ingredients 

Total GMV
 **26.6**
 Bill.

T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	Jinlongyu
TOP2	Shiyue Daotian
TOP3	Luhua
TOP4	Fulinmen
TOP5	Hujihua

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Jinlongyu
TOP2	Fulinmen
TOP3	Luhua
TOP4	Shiyue Daotian
TOP5	Hujihua

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Fragrance & Makeup



Total GMV
¥ 23.7
Bill.

T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	YSL
TOP2	CPB
TOP3	TIMAGE
TOP4	NARS
TOP5	Estee Lauder

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	YSL
TOP2	Carslan
TOP3	CPB
TOP4	Dior
TOP5	MAC

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Nutrition & Health Care



Total GMV
¥ 16.4
Bill.

T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	Swisse
TOP2	By-health
TOP3	WonderLab
TOP4	WHC
TOP5	MoveFree

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Swisse
TOP2	By-health
TOP3	Centrum
TOP4	Caltrate
TOP5	Inne

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Snacks



Total GMV
¥ 13.4
Bill.

T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	Three Squirrels
TOP2	Be&Cheery
TOP3	BESTORE
TOP4	BIBIZAN
TOP5	Oreo

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Three Squirrels
TOP2	BESTORE
TOP3	Be&Cheery
TOP4	Oreo
TOP5	Lay's

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Pets Foods



Total GMV
¥ 5.9
Bill.

T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	Myfoodie
TOP2	ROSYFRESH
TOP3	LEGENDSANDY
TOP4	FREGATE
TOP5	Honestbite

JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Myfoodie
TOP2	Royal Canin
TOP3	Wangyianxuan
TOP4	Instinct
TOP5	FREGATE

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THANKS

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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.

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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