

## Syntun|2025 “618” Promotion Report: GMV Reaches 855.6 billion RMB

The 2025 "618" mid-year shopping festival commenced on May 13th, featuring a significantly extended promotion period compared to previous years, designed to boost demand and bolster consumption recovery. Major e-commerce platforms offered substantial discounts, augmented by **government subsidies** across a wide range of product categories. Promotional strategies were streamlined, prioritizing **direct price cuts** to enhance consumer purchasing incentives and shopping experience.

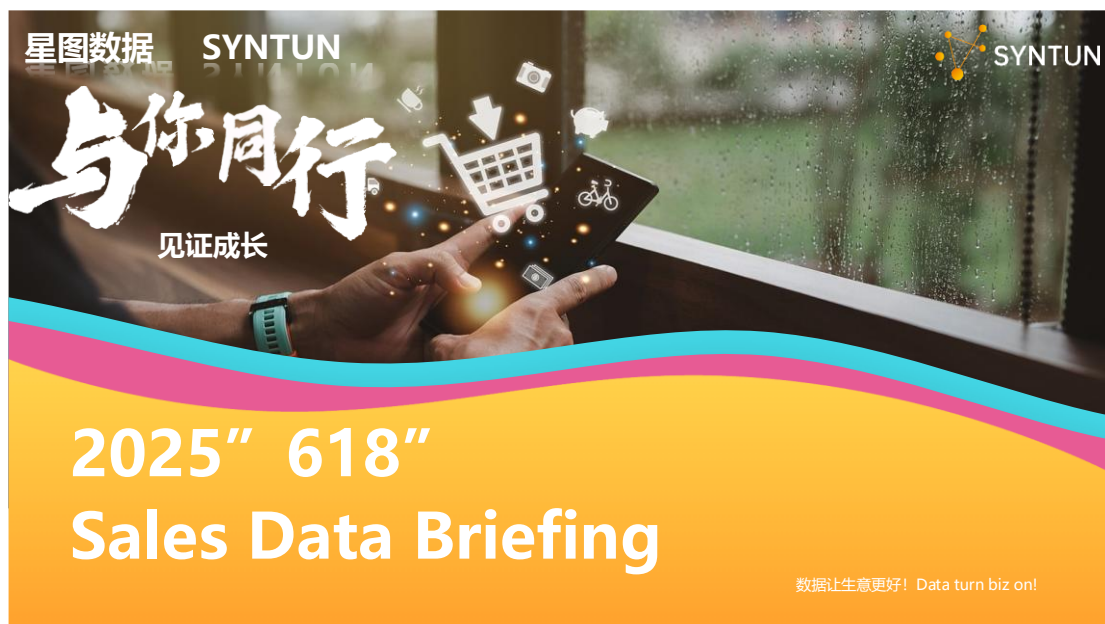
The deep integration of **government** subsidies has further amplified China's sustained consumer vitality. Local governments intensified subsidy policies, expanding coverage to diverse product categories to meet evolving consumer needs, thereby supporting **market upgrading** while maintaining robust demand.

Amid evolving consumer preferences, the e-commerce industry has entered a new phase of **ecological restructuring** and sustainable market development. Traditional e-commerce giants like **Alibaba** and **JD.com** have deepened collaborations with social media & e-commerce platforms such as **Xiaohongshu** and **Bilibili**, leveraging content-driven engagement to drive transaction conversions and reshape overall marketing strategies. Concurrently, China's **instant retail market** continues to exhibit explosive growth, fueling competition among traditional e-commerce players to expand into omnichannel ecosystems and redefine the retail landscape.

As a **third-party data monitor**, Syntun has consistently tracked and released "618" sales data to provide an impartial and objective perspective to the public.

According to Syntun, the **Gross Merchandise Volume (GMV)** during the "618" shopping festival (May 13th – June 18th) reached **855.6 billion RMB** across major e-commerce platforms, including traditional and content e-commerce platforms, with Tmall ranking first. Meanwhile, instant retail platforms and community group-buying platforms contributed GMVs of 29.6 billion RMB and 12.6 billion RMB respectively.

The following is a screenshot of the report:

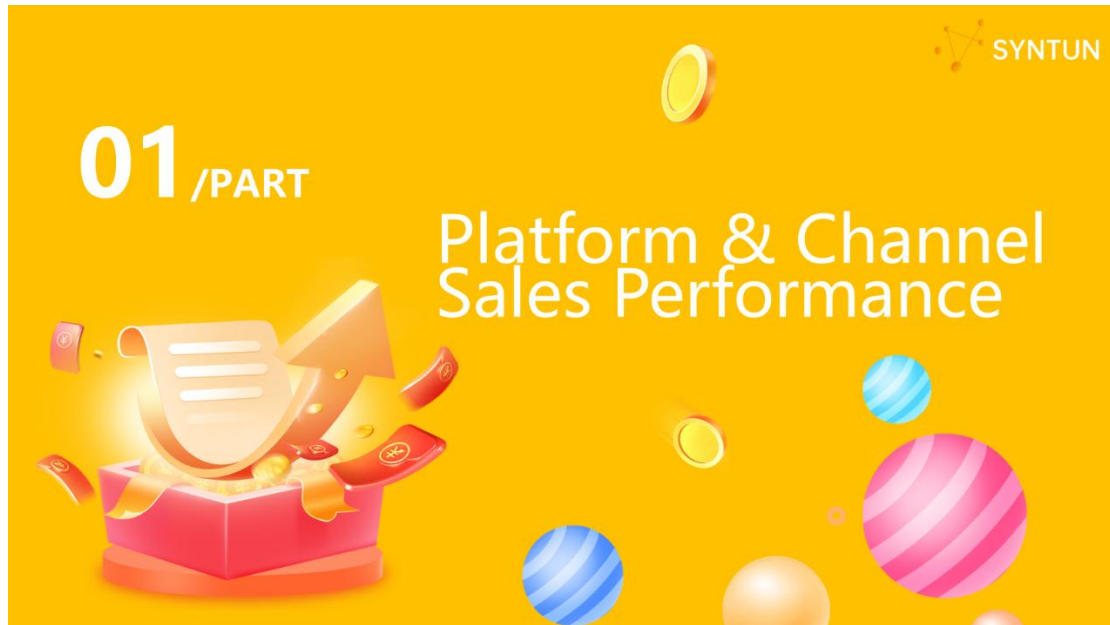


## Data Monitoring Instructions



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	May 13th–June 18th. (the period is dynamically adjusted in accordance with the platform's promotional strategy).
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.

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According to Syntun, the Gross Merchandise Volume (GMV) during the "618" shopping festival (May 13th–June 18th) reached 855.6 billion RMB across major e-commerce platforms, including traditional and content e-commerce platforms, with Tmall ranking first.

## Instant Retail E-commerce GMV



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In terms of instant retail platforms, the GMV reached 29.6 billion RMB during “618”, with the top 3 instant retail platforms - Meituan Shangou, JD Instant Delivery and Ele.me respectively.

## Community Group Buying GMV



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The community group buying platforms delivered lackluster performance, with total sales reaching only 12.6 billion RMB.

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

02/PART

Category & Brand  
Sales Performance

## Household Appliances/Electronics

Total GMV **110.1** Bill.

T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP 1	Midea
TOP 2	Haier
TOP 3	Xiaomi
TOP 4	GREE
TOP 5	Little Swan



Douyin TOP 5 Brands Ranking

Ranking	Brand
TOP 1	Midea
TOP 2	Haier
TOP 3	GREE
TOP 4	Little Swan
TOP 5	Xiaomi



JD TOP 5 Brands Ranking

Ranking	Brand
TOP 1	Midea
TOP 2	Haier
TOP 3	GREE
TOP 4	Xiaomi
TOP 5	Little Swan



Kuaishou TOP 5 Brands Ranking

Ranking	Brand
TOP 1	Haier
TOP 2	Hisense
TOP 3	Little Swan
TOP 4	SUPOR
TOP 5	Dreame

Total GMV **43.2** Bill.



T-mall TOP 5 Brands Ranking

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



Douyin TOP 5 Brands Ranking

Ranking	Brand
TOP1	KANS
TOP2	PROYA
TOP3	L'Oréal
TOP4	Estee Lauder
TOP5	CHANDO



JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	LANCOME
TOP2	Estee Lauder
TOP3	SK-II
TOP4	Dior
TOP5	SkinCeuticals



Kuaishou TOP 5 Brands Ranking

Ranking	Brand
TOP1	Meilisan
TOP2	DINESSR
TOP3	Whoo
TOP4	PROYA
TOP5	KSDIMAN

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## Personal Hygiene Products & Household Cleaning

Total GMV **23.3** Bill.



T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	Kerastase
TOP2	PANTENE
TOP3	Procter & Gamble
TOP4	Vinda
TOP5	Dettol



Douyin TOP 5 Brands Ranking

Ranking	Brand
TOP1	Blue Moon
TOP2	Vinda
TOP3	Power28
TOP4	Momeng
TOP5	Xin Xiang Yin



JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Vinda
TOP2	C&S
TOP3	Xin Xiang Yin
TOP4	Breeze
TOP5	Blue Moon



Kuaishou TOP 5 Brands Ranking

Ranking	Brand
TOP1	Kelike
TOP2	TIME & HER
TOP3	M.password
TOP4	Fuyanjie
TOP5	GUARD HALO

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## Cooking Ingredients



Total GMV **19.2** Bill.



T-mall TOP 5 Brands Ranking

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



JD TOP 5 Brands Ranking

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



Douyin TOP 5 Brands Ranking

Ranking	Brand
TOP1	Fengweipai
TOP2	AIRMETER
TOP3	Baixiang Foods
TOP4	Wufangzhai
TOP5	Choubao



Kuaishou TOP 5 Brands Ranking

Ranking	Brand
TOP1	Jinlongyu
TOP2	Fulinmen
TOP3	WUDELI
TOP4	Beifang Dachu
TOP5	Huasheng Huiwei

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## Fragrance & Makeup



Total GMV **14.3** Bill.



T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	YSL
TOP2	TIMAGE
TOP3	MAOGEPING
TOP4	Estee Lauder
TOP5	Nars



JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Dior
TOP2	YSL
TOP3	GIVENCHY
TOP4	MAC
TOP5	LANCOME



Douyin TOP 5 Brands Ranking

Ranking	Brand
TOP1	Dirovo
TOP2	MAOGEPING
TOP3	Florasis
TOP4	YSL
TOP5	Carslan



Kuaishou TOP 5 Brands Ranking

Ranking	Brand
TOP1	Colorkey
TOP2	SOCORSKIN
TOP3	SHEMAO
TOP4	XHANDOCIT
TOP5	Aekyung Age 20' s

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## Nutrition & Health Care



Total GMV **14.3** Bill.



T-mall TOP 5 Brands Ranking

Ranking	Brand
TOP1	Swisse
TOP2	By-health
TOP3	WonderLab
TOP4	WHC
TOP5	SUN SEASONS HEALTH



Douyin TOP 5 Brands Ranking

Ranking	Brand
TOP1	NUTREND
TOP2	FIVE DOCTORS
TOP3	WonderLab
TOP4	Baiqitang
TOP5	Swisse



JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Swisse
TOP2	By-health
TOP3	Jiuzhitang
TOP4	Centrum
TOP5	bioisland



Kuaishou TOP 5 Brands Ranking

Ranking	Brand
TOP1	Tianxitang
TOP2	Luzhilu
TOP3	GNC
TOP4	Dr.Ruibis
TOP5	YOUTHODOLOGY

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## Snacks



Total GMV **9.7** Bill.



T-mall TOP 5 Brands Ranking

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



Douyin TOP 5 Brands Ranking

Ranking	Brand
TOP1	Three Squirrels
TOP2	Zhenmofang
TOP3	Mr. Kangaroo
TOP4	Dove
TOP5	Cangshuxingdong



JD TOP 5 Brands Ranking

Ranking	Brand
TOP1	Three Squirrels
TOP2	BESTORE
TOP3	Want Want
TOP4	Be&Cheery
TOP5	Xufuji



Kuaishou TOP 5 Brands Ranking

Ranking	Brand
TOP1	Oreo
TOP2	Chunyou
TOP3	Jingpu
TOP4	Three Squirrels
TOP5	Guorenxiang

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# Total GMV 7.5 Bill.

 T-mall TOP 5 Brands Ranking	
Ranking	Brand
TOP1	ROSY FRESH
TOP2	Legendsandy
TOP3	FREGATE
TOP4	Honest Bite
TOP5	Myfoodie

 Douyin TOP 5 Brands Ranking	
Ranking	Brand
TOP1	Myfoodie
TOP2	GoldenTales
TOP3	Nourse
TOP4	FREGATE
TOP5	Honest Bite

 JD TOP 5 Brands Ranking	
Ranking	Brand
TOP1	Royal Canin
TOP2	Myfoodie
TOP3	Wangyiyuanxuan
TOP4	Legendsandy
TOP5	Pure Natural

 Kuaishou TOP 5 Brands Ranking	
Ranking	Brand
TOP1	Myfoodie
TOP2	Miaozhengzheng
TOP3	Senlinweidao
TOP4	Mailushi
TOP5	Liangliangdeyi

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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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