

Syntun|2025 “Double 11” Promotion Report: The GMV during China “Double 11 Shopping Festival” reached 1695 billion CNY (~238 billion USD).

After seventeen years of evolution, this year’s festival has transcended its role as a mere shopping frenzy, reflecting a profound transformation within the retail ecosystem and deep technological integration. In 2025, major platforms have moved beyond competing solely on price and traffic; instead, they are leveraging Instant Delivery and AI technology as dual engines to drive a comprehensive upgrade of the consumer experience.

This year's festival commenced earlier than in previous years, with Kuaishou launching its promotional campaign on October 7, followed by Douyin and JD.com on October 9. Tmall and Pinduoduo initiated their respective promotions on October 15 and 16.

Notably, the event has evolved beyond a purely online phenomenon, with instant retail emerging as a significant new battleground. Instant delivery platforms such as Taobao Shangou, Meituan Shangou, and JD Instant Delivery are accelerating channel expansion to enhance shopping experience characterized by a broader product selection and faster delivery. Furthermore, platforms like Taotian and JD.com have deepened integration across sectors including food delivery, hotel and travel bookings, and transportation, signaling a broader strategic shift toward building comprehensive consumption ecosystems that encompass diverse retail scenarios, spanning "food, accommodation, transportation, and services."

Concurrently, the comprehensive integration of AI technology has emerged as a defining feature. Major e-commerce platforms have launched a suite of AI-powered tools, such as "AI Universal Search" and "AI Try-On", enabling end-to-end intelligent operations across supply chains, merchant management, and consumer engagement to elevate overall campaign effectiveness.

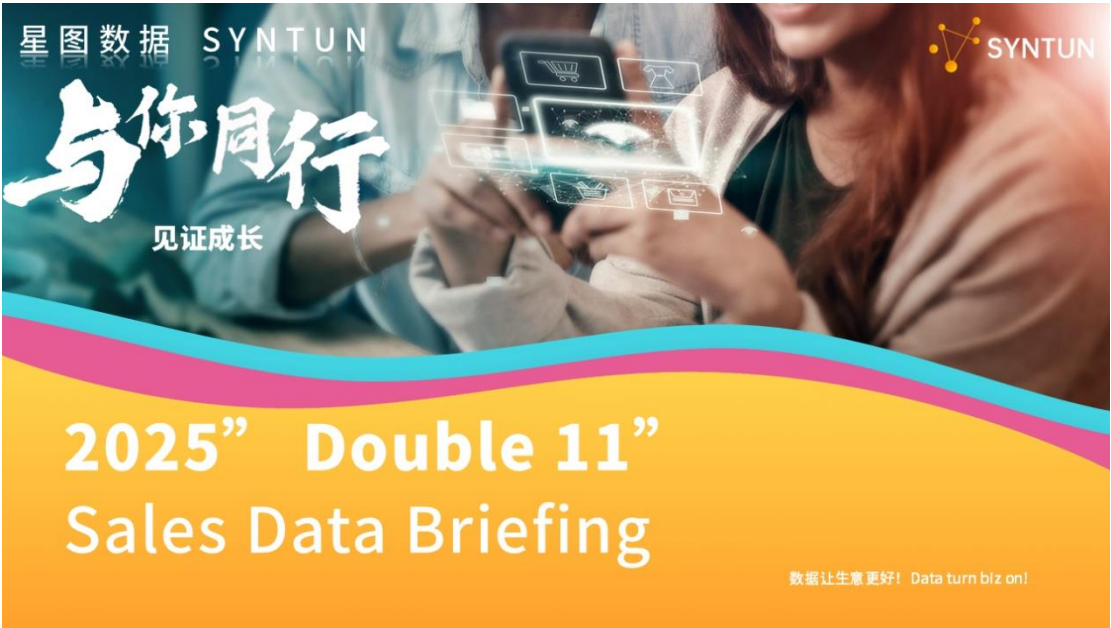
Propelled by instant retail and AI, the 2025 Double 11 Shopping Festival has evolved beyond a mere promotional event into a comprehensive competition centered on the upgrade of platform consumption models and technological innovation, marking a profound "consumption revolution."

As a **third-party data monitor**, Syntun has consistently tracked and released "Double 11" sales data to provide an impartial and objective perspective to the public.

According to Syntun, the **Gross Merchandise Volume (GMV)** during the "Double 11"

shopping festival (October 7th – November 11th) reached **1695 billion CNY** across online platforms, including E-commerce Platforms, Instant Delivery Platforms and Community Group Buying. E-commerce Platform GMV reached 1619.1 billion CNY with Tmall ranking first. Meanwhile, instant delivery platforms and community group-buying platforms contributed GMVs of 67 billion CNY and 9 billion CNY respectively.

The following is a screenshot of the report:

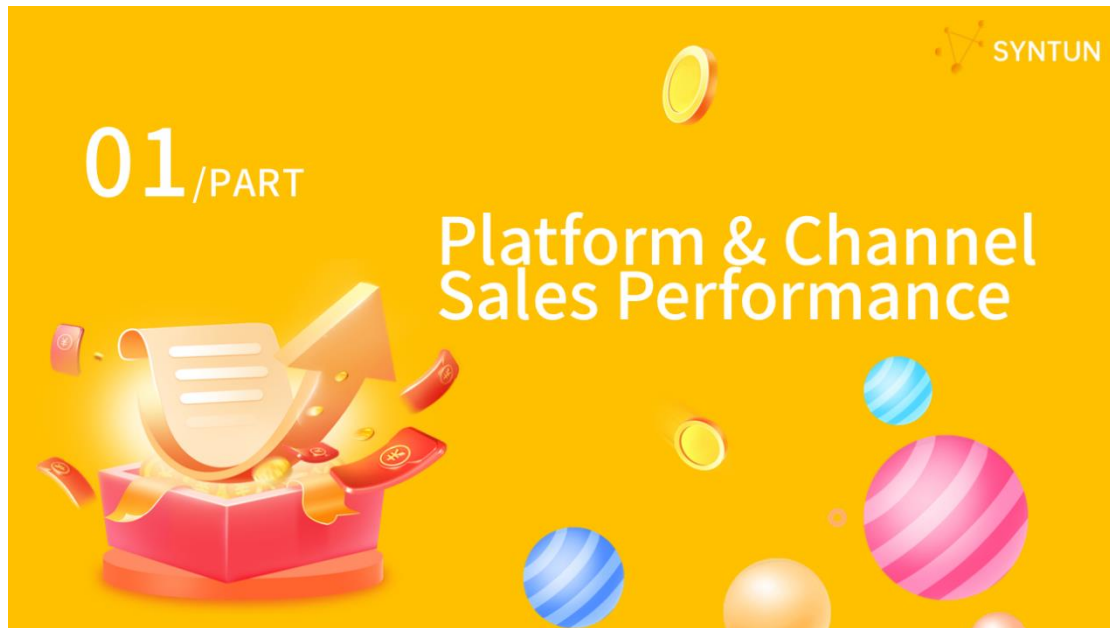




Data Monitoring Instructions



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	October 7th–November 11th. (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.



Source: Syntun. GMV includes E-commerce Platforms, Instant Delivery Platforms and Community Group Buying. 数据让生意更好! Data turn biz on! 5

According to Syntun, the Gross Merchandise Volume (GMV) during the "Double 11" shopping festival (October 7th – November 11th) reached 1695 billion CNY across online platforms, including E-commerce Platforms, Instant Delivery Platforms and Community Group Buying..

E-commerce Platform GMV



2025 “Double 11” Shopping Festival
Total E-commerce Platform GMV:

¥ 1619.1 bill.

↑ YOY
+12.3%



Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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E-commerce Platform GMV reached 1619.1 billion CNY with Tmall ranking first.

Instant Delivery Platform GMV



¥ 67 bill.

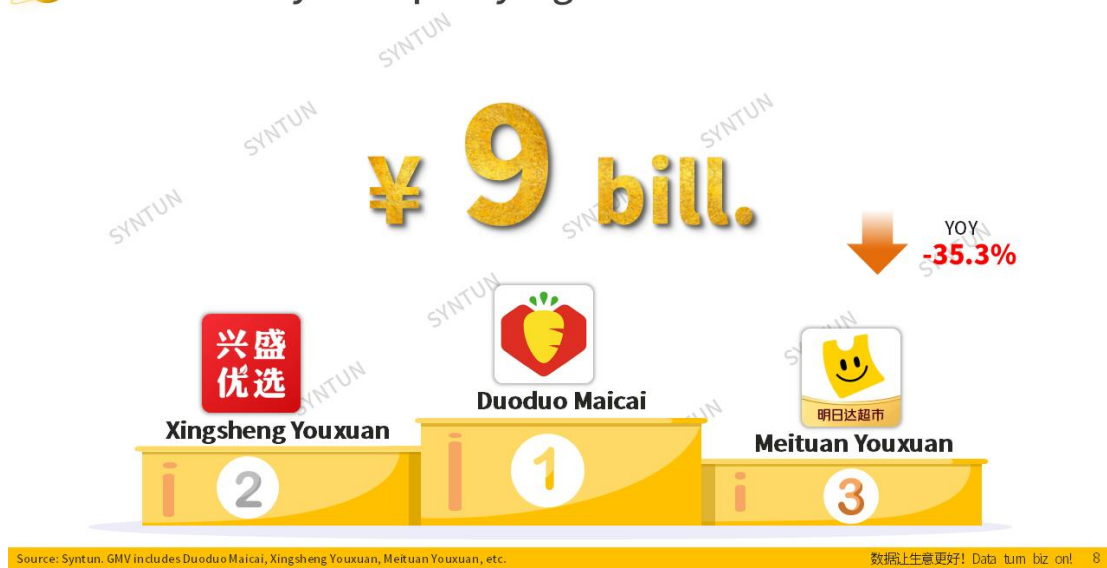
↑ YOY
+138.4%



Source: Syntun. GMV includes Meituan Shangou, Taobao Shangou, JD Instant Delivery, Freshippo, Dmall, etc.

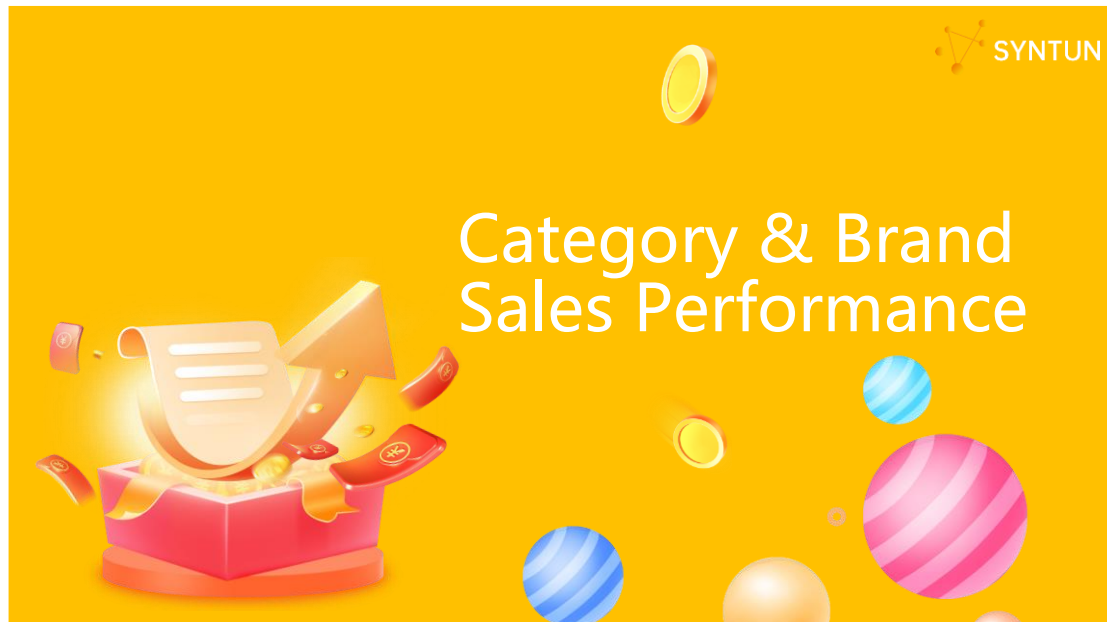
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In terms of instant delivery platforms, the GMV reached 67 billion CNY during “Double 11”, with the top 3 new retail platforms - Meituan Shangou, Taobao Shangou and JD Instant Delivery respectively.



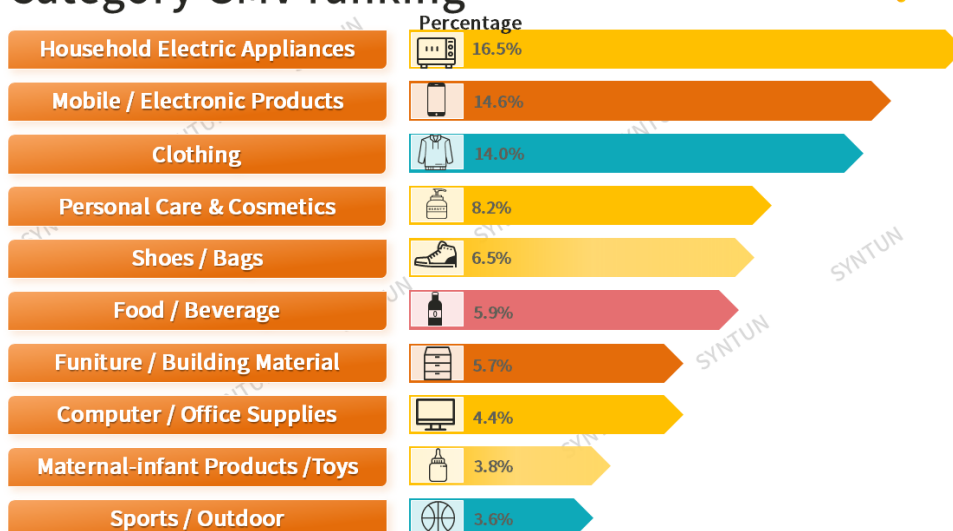
Community group buying platforms did not have an outstanding performance with total sales of 9 billion CNY.

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





Category GMV ranking



Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Household Appliances/Electronics



Total GMV **266.8** Bill.

Ranking	T-mall	JD	Douyin	Kuaishou
TOP1	Midea	Midea	Haier	Haier
TOP2	Haier	Haier	Midea	SUPOR
TOP3	Xiaomi	Little Swan	Little Swan	Malata
TOP4	Little Swan	TCL	Hisense	Hisense
TOP5	Hisense	GREE	Robam	Skyworth

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Total GMV 99.1 Bill.

Ranking	T-mall	JD	Douyin	Kuaishou
TOP1	PROYA	LANCOME	KANS	Whoo
TOP2	LANCOME	Estee Lauder	PROYA	Sulwhasoo
TOP3	SkinCeuticals	SK-II	Helena Rubinstein	KANS
TOP4	Estee Lauder	L'Oréal	GUYU	GUYU
TOP5	L'Oréal	SkinCeuticals	CHANDO	GRACEDAME

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Personal Hygiene Products & Household Cleaning

Total GMV 44.4 Bill.








Ranking	T-mall	JD	Douyin	Kuaishou
TOP1	Kerastase	Vinda	Blue Moon	Liby
TOP2	whisper	C&S	SukGarden	Keshuer
TOP3	Vinda	Xin Xiang Yin	Vinda	Canban
TOP4	PANTENE	Breeze	Xin Xiang Yin	Blue Moon
TOP5	L'Oréal	Blue Moon	Fuyanjie	Xingjia

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Cooking Ingredients

Total GMV **39.7** Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
 TOP1	Jinlongyu	Jinlongyu	Jinlongyu	Jinlongyu
 TOP2	Shiyue Daotian	Fulinmen	AIRMETER	Fulinmen
 TOP3	Luhua	Shiyue Daotian	Shiyue Daotian	WUDELI
TOP4	Fulinmen	Luhua	GOLD INGOTS	HADAY
TOP5	Hujihua	Hujihua	Qiugule	Dongtiecun

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Fragrance & Makeup

Total GMV **33.4** Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
 TOP1	YSL	YSL	YSL	DPC
 TOP2	CPB	Dior	Dirovo	SHEMAO
 TOP3	Estee Lauder	Estee Lauder	MAOGEPING	PASSION LOVER
TOP4	Nars	LANCOME	Carslan	colorkey
TOP5	MAOGEPING	CPB	CPB	SOCORSKIN

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Nutrition & Health Care



Total GMV **23.8** Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
TOP1	Swisse	Swisse	NUTREND	GNC
TOP2	SUN SEASONS HEALTH	By-health	WonderLab	YOUTHOLGY
TOP3	WHC	TongRenTang	Move Free	NCPC
TOP4	Move Free	Move Free	Finenutri	Anyulan
TOP5	By-health	Centrum	FIVE DOCTORS	Neiting Shangyong

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Snacks



Total GMV **17.1** Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
TOP1	Three Squirrels	Three Squirrels	Three Squirrels	Haoxiaozhi
TOP2	BESTORE	BESTORE	WANG XIAOLU	Calleton
TOP3	Be&Cheery	Be&Cheery	Cuishengsheng	Dove
TOP4	Lay's	Lay's	Mr. Kangaroo	Chunyou
TOP5	Panxiangji	Oreo	BESTORE	Toly Bread

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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Total GMV 9.4 Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
TOP1	ROSY FRESH	Myfoodie	GoldenTales	Myfoodie
TOP2	FREGATE	Royal Canin	Myfoodie	Senlinweidao
TOP3	Legendsandy	Wangyiyuanxuan	Nourse	Miaozhengzheng
TOP4	Myfoodie	Pure Natural	FREGATE	Miaozhanggui
TOP5	Honest Bite	Orijen	Legendsandy	Jinsheng Dog Show Pioneer

Source: Syntun. GMV includes T-mall, JD, PDD, Douyin, Kuaishou, etc.

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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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