

Syntun 2026 “618” Promotion Report: The GMV during China’s “618 Shopping Festival” reached 934 billion CNY (~138 billion USD)

The annual mid-year 618 shopping festival has drawn to a close. Compared with the hype and frenzy of previous years, this year’s campaign was far more subdued—not due to sluggish consumption, but as a marker of the retail industry’s shift toward maturity and rationality. All major platforms underwent strategic transformation this year, entirely scrapping complicated bundle purchases and tiered discount schemes in favor of a streamlined promotional model centered on "official direct price cuts and instant single-item discounts", making discounts more transparent and straightforward for consumers.

Meanwhile, the full-scale integration of AI technology emerged as the standout highlight of this year’s 618 Shopping Festival, which industry insiders have dubbed "the first AI-native shopping festival". AI has evolved from a supplementary e-commerce tool into the core engine powering platform operations and consumer decision-making, ushering the sector into a new era driven by intelligent technology. **Alibaba** launched the AI Wanxiang Engine integrated with the Qwen model to revamp user-product matching logic; **JD.com** leveraged its Jingxiaotong intelligent system to realize omnichannel operational intelligence; **Douyin** rolled out Qianchuan Chengfang and **Kuaishou** upgraded its Magnetic Jinniu marketing platform, with both deploying AI to help merchants cut costs and boost operational efficiency. All major platforms ramped up investment in AI infrastructure, shifting competition away from traditional price and traffic wars toward a contest of technological prowess and operational agility, propelling shopping festivals into a more efficient, intelligent and refined stage of development.

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 **934 billion CNY** across online platforms, including E-commerce Platforms, Instant Delivery Platforms and Community Group Buying. E-commerce Platform GMV reached 863.6 billion CNY with Tmall ranking first. Meanwhile, Instant Delivery Platforms and Community Group Buying contributed GMV of 62.8 billion CNY and 7.6 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	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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Platform & Channel Sales Performance

 **Total Online GMV**

**2026 "618" Shopping Festival
Total GMV:**

¥ **934** bill.

 YOY
+4.0%

Source: Syntun. GMV includes E-commerce Platforms, Instant Delivery Platforms and Community Group Buying.

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E-commerce Platform GMV



2026 "618" Shopping Festival
Total E-commerce Platform GMV:

¥ 863.6bill.

↑ YOY
+0.9%



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

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E-commerce Platform GMV reached 863.6 billion CNY with Tmall ranking first.

Instant Delivery Platform GMV



¥ 62.8bill.

↑ YOY
+112.3%



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 62.8 billion CNY during "618", with the top 3 new retail platforms - Meituan Shangou, Taobao Shangou and JD Instant Delivery respectively.

¥ 7.6 bill.  YOY -39.6%

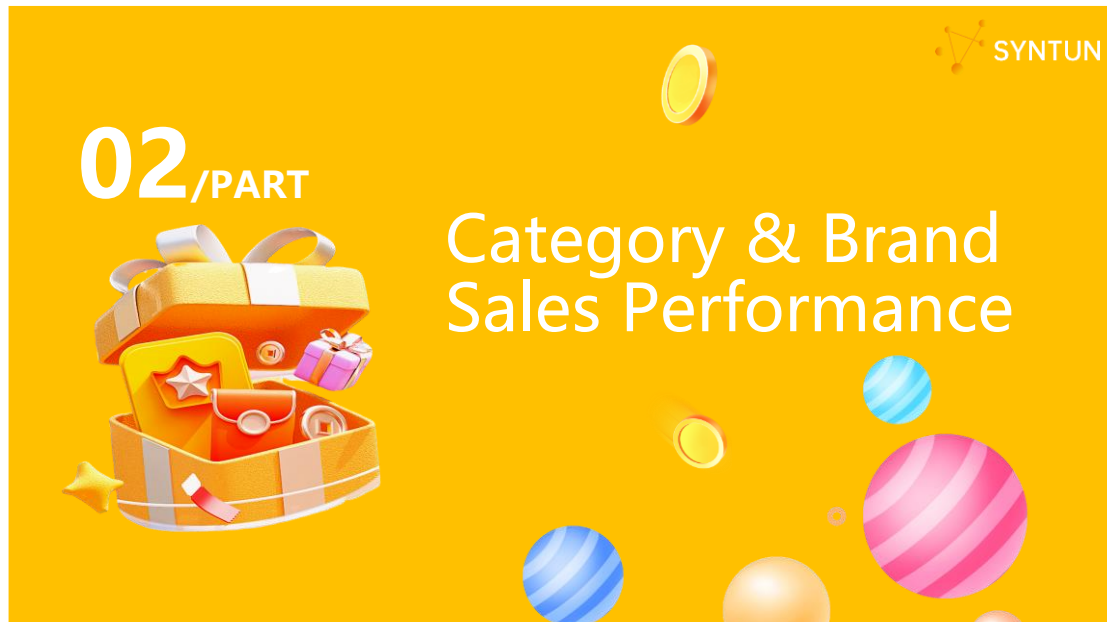


Source: Syntun. GMV includes Duoduo Maicai, Xingsheng Youxuan, etc.

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Community group buying platforms did not have an outstanding performance with total sales of 7.6 billion CNY.

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

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Household Appliances/Electronics



Total GMV 114.6 Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
 TOP1	Midea	Midea	Midea	Dreame
 TOP2	Haier	Haier	Haier	Haier
 TOP3	GREE	GREE	Xiaomi	Midea
TOP4	Xiaomi	Xiaomi	Dreame	YAIR
TOP5	Little Swan	TCL	Skyworth	Joyoung

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

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Skincare



Total GMV 42.5 Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
 TOP1	PROYA	LANCOME	Helena Rubinstein	GUYU
 TOP2	SkinCeuticals	SK-II	Estee Lauder	Whoo
 TOP3	Estee Lauder	SkinCeuticals	LA MER	OSM
TOP4	SK-II	Estee Lauder	PROYA	Fuyue Xingsheng
TOP5	LANCOME	ANESSA	KANS	BOFUUYUAN

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

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Personal Hygiene Products & Household Cleaning



Total GMV 24.2 Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
TOP1	Kerastase	Blue Moon	Dettol	Mianmima
TOP2	PANTENE	Lux	MOMENG	Huayuyi
TOP3	Off&Relax	Vinda	Liby	ADOLPH
TOP4	Vinda	Safeguard	Vinda	Junxiaobai
TOP5	L'Oréal	YUNNAN BAIYAO	HOLY28	L'Oréal

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

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Cooking Ingredients



Total GMV 20.1 Bill.

排名	 T-mall	 JD	 Douyin	 Kuaishou
TOP1	Jinlongyu	Jinlongyu	Jinlongyu	Jinlongyu
TOP2	Shiyue Daotian	Shiyue Daotian	Master Kong	Fulinmen
TOP3	HADAY	Luhua	AIRMETER	HADAY
TOP4	Baixiang	Hujihua	Baixiang	WUDELI
TOP5	Fulinmen	Chaihuo Dayuan	Choubao	Beidahuang

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

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Nutrition & Health Care

Total GMV 15.3 Bill.

Ranking	T-mall	JD	Douyin	Kuaishou
TOP1	By-health	Swisse	NUTREND	YOUSHENGZHIYAN
TOP2	WonderLab	By-health	WonderLab	NUTREND
TOP3	Swisse	GNC	WUKA LAB	Besbio
TOP4	Caltrate	Centrum	MAITUO	NCPC
TOP5	Centrum	Jiangzhong	Swisse	Renhe

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

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Fragrance & Makeup






Total GMV 13.6 Bill.

Ranking	T-mall	JD	Douyin	Kuaishou
TOP1	YSL	YSL	MGPIN	PERLESTIN
TOP2	MGPIN	Dior	DILUOWEI	SOCOF
TOP3	CPB	MGPIN	YSL	DILUOWEI
TOP4	NARS	CPB	Carslan	PLANT PRO
TOP5	Estee Lauder	Armani	PRAMY	SHEMAO

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

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Total GMV 9.6 Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
 TOP1	Three Squirrels	Three Squirrels	Three Squirrels	MALAXIAOZHEN
 TOP2	BESTORE	J.ZAO	Dove	YIGUOQINGCHENG
 TOP3	Be&Cheery	BESTORE	CUISHENGSHENG	Oreo
TOP4	BIBIZAN	WOLONG	Mr.Kangaroo	YANJINPUZI
TOP5	Lay's	Want Want	BESTORE	PANPAN

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

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Total GMV 8.4 Bill.

Ranking	 T-mall	 JD	 Douyin	 Kuaishou
 TOP1	ROSY FRESH	Royal Canin	NOURSE	FENGYILONGXIANG
 TOP2	Legendsandy	Legendsandy	JINGU	SAIDONGLI
 TOP3	Royal Canin	Myfoodie	Myfoodie	Myfoodie
TOP4	Myfoodie	Pure Natural	Legendsandy	YILONGZHANSHEN
TOP5	Honest Bite	Orijen	ROSY FRESH	Miaozhengzheng

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

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THANKS

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-  Syntun China
-  @Syntunchina
-  Email: info@syntun.com
-  Tel.: 400-066-9026
-  Website: www.syntun.com.cn
-  Working time: 9:00-18:00 Monday to Friday

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.

CONTACT:

FB: Syntun China

TW: @Syntunchina

Syntun Marketing Team

Tel: +86-10-5287-4212

Email: info@syntun.com

SOURCE: Syntun Ltd.

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