

# Singles Day online bonanza with retailers committed to real economy

Ding Yining

Leading domestic online retailers reported good sales figures as China's biggest sales event Singles Day wrapped up last Friday. They also restated their commitment to stay deeply rooted in the real economy, local trends and infrastructure.

JD said its sales broke records, and growth were "beyond industry average."

Some 1,009 imported brands on Tmall Global recorded more than double sales figures, while Alibaba said its gross merchandising volume was in line with previous year's.

Originated from a folk holiday started by college students, the November 11 Singles Day, or "Double 11" festival has evolved from a 24-hour sales event to a shopping season.

Exponential growth kicked in around 2013 with sales figures continuing to break records and making headlines.

Entertainment galas and livestreaming shows were staged along with the week-long shopping bonanza.

This year pre-sales kicked off on October 24 and promotions ran from October 31 to November 11.

Some 70,000 brands participated in the Singles Day on Tmall for the first time, including luxury houses Bulgari, Moncler and Brunello Cucinelli.

Alibaba's president of core domestic e-commerce Trudy Dai noted it witnessed extensive technological

investment this year, with more brick-and-mortar retailers expanding their operations online. "Both merchants and shoppers are looking for assurance amid uncertainty and we are determined to stay rooted in the real economy, to witness the vitality of Chinese consumption," she added.

Luxury items, time-honored brands, collectibles and trendy toys stood out.

JD's peak promotion period kicked off at 8pm on November 10 and went into Friday midnight. The transaction volume of 87 international beauty brands increased 200 percent.

JD.com provided nearly 20 million new items, including top-sellers like cellphones, laptops, washing machines, refrigerators and flat TVs.

More than 500 international brands on JD Worldwide, its imported product platform, surged over 100 percent.

Transaction volume of top fashion brands from LVMH Group, including Bulgari, Celine, Fendi, and Loewe, increased 18 times.

"JD further increased its investment in optimizing the ecosystem, lowering operations costs and improving service guarantees, to help merchants, especially SMEs, to seize growth opportunities," noted JD Retail CEO Xin Lijun.

JD Now, its on-demand service powered by Dada Group's delivery network, saw more than double growth in categories like

home appliances, alcoholic drinks, beauty, fresh food and home decoration items.

Transaction size for home cleaning service hiked 4.5 times and sales value for catering coupons also jumped 1.5 times, with the most popular brands being Starbucks, Burger King and Luckin Coffee.

More than 12 million orders were dispatched through JD's affiliate Dada Group which handles delivery orders through crowd sourcing.

Livestreaming channels, flash-sale sites and other emerging retailers managed to ride trends such as growing preference for outdoor activities and pet items.

The number of orders for Kuaishou's short-video generated transactions increased more than five times and shoppers taking part in the promotion event rose 40 percent. It offered a preferential stimulus for agricultural goods vendors in rural areas.

Out of the top 100 best-selling items, more than 90 percent were home brands with smart home appliance, down jackets.

Douyin, or TikTok, said the number of merchants which took part in the sales event was up 86 percent and total sales jumped 156 percent.

Sales of outdoor and camping equipment more than doubled on Vipshop, and sports hoodies also recorded 65 percent sales increase.

