

The China “618” Online Shopping Gala under the Epidemic

In June, under the gloom of the epidemic, how to revive the economies has become the primary task for governments all around the world.

As the main force driving the Chinese economy, on Jun. 18th, the China “618” online shopping gala of Chinese e-commerce has attracted much attention from the world. Syntun Data provides you with an exclusive data report of 2020 “618” to help you understand the Chinese e-commerce market better. The report covers more than 2,000 categories that under FMCG and durable consumer goods industries etc.

Syntun is a professional provider of big data products, services and solutions in the consumer sector. According to the data monitoring of Syntun, during the 2020 China “618” online shopping gala (from Jun. 1st to Jun. 18th), the GMV of the whole e-commerce network in China reached RMB 457.33 billion, with a year-on-year growth of 43.78 %.

Below is the full version of China “618” Online Shopping Gala E-commerce Sales Data Report.



China “618” Online Shopping Gala E-commerce Sales Data Report

Explanation

The data is released after monitoring, collection, processing, integration, calculation and analysis of e-commerce platforms through the big data system independently developed by Syntun.

Range

22 platforms, 2,456 categories, 71,578 brands and 18.91 million goods in China.

Platform

JD.com, Tmall, Pinduoduo and other major e-commerce sites in China.

Category

Domestic appliances, clothing accessories, food and beverage, beauty makeup and skin care, mobile phone, maternal and infant supplies, office computer, shoes and bags, 3C digital, outdoor sports, fresh fruits, daily household items, etc., excluding second-hand items, auctions, and virtual items.

Period

0:00 June 1, 2020–24:00 June 18, 2020

Attractions

The largest promotion ever

- “618” in 2020 is of great significance as the first online shopping gala after the epidemic.
- Major e-commerce platforms in China released their Financial Report in 2020Q1, which exceeded expectations.
- The epidemic has hit the offline channels of brand owners, leading to their special attention to the “618”.

Government, platforms and brand owners have joined hands

- The two mainstream platforms, JD.com and Tmall, have joined hands with the 100 brands and multiple local governments to launch 100 million yuan of subsidies, issue consumption coupons and interest-free by stages.

Stars live show and 3D live shopping technology

- During 618, hundreds of popular stars joined live show to attract customers and boost sales.
- “3D Scene Shopping”, AR makeup and shoes testing and other new experiences were launched on a large scale for the first time, helping offline retail formats to participate in 618 through technological innovation.

Promotion: Various Ways Improve Sales

<p>“Super red envelope”</p>	<p>Discount coupon</p>	<p>Team buying</p>	<p>Interactive games</p>
<ul style="list-style-type: none"> Consumers can receive red envelopes with a random amount three times a day, increase the number of times after sharing them with their friends, and also get category coupons and store coupons at random. 	<ul style="list-style-type: none"> Consumers can receive coupons on the hour of each day, such as “300-150”, “200-60” and so on use for goods in particular categories. In Tmall, all kinds of goods consumption “300-40” 	<ul style="list-style-type: none"> Buy a product at a very low price together with three or more friends. After a successful team buying, each consumer will enjoy a cash rebate of up to 30% to 50%. 	<ul style="list-style-type: none"> Take part in “Ideal Life Train”, “Fold the cake”, sharing the benefits of the 1 billion. Take part in 618 parties, participate in lucky draw.
<p>“Plus membership”</p>	<p>Regular purchasing</p>	<p>Free interest in installments</p>	<p>Hot goods in rock-bottom prices</p>
<ul style="list-style-type: none"> Consumers can get PLUS Membership Super Life Card after purchasing certain amount of goods, and enjoy various rights of eating, drinking and playing games offline. 	<ul style="list-style-type: none"> Consumers are free to choose weekly or monthly deliveries and the number of deliveries per period, and the platform automatically delivers for free, with additional discounts for goods. 	<ul style="list-style-type: none"> Consumers buy the specified goods and choose to pay in 6 phases, interest will be exempted in the next 6 months, and the principal of the first month will no need to pay. 	<ul style="list-style-type: none"> Plenty of popular products were sold at rock-bottom prices, with promises to pay compensation if lower prices were offered elsewhere.

Marketing: Stars and Parties Live Show Catch Eyes

- Government officials, CEOs, stars recommend and promote products in live show, help to increase the popularity of 618.
- “Offline scene-based live show + store manager host” model stimulates the potential buying enthusiasm of online consumers.
- 3Concerts, music festivals and parties in live show, attract consumers through plenty of online interactions.

GMV during the China “618” online shopping gala reached

¥ 457.33 billion

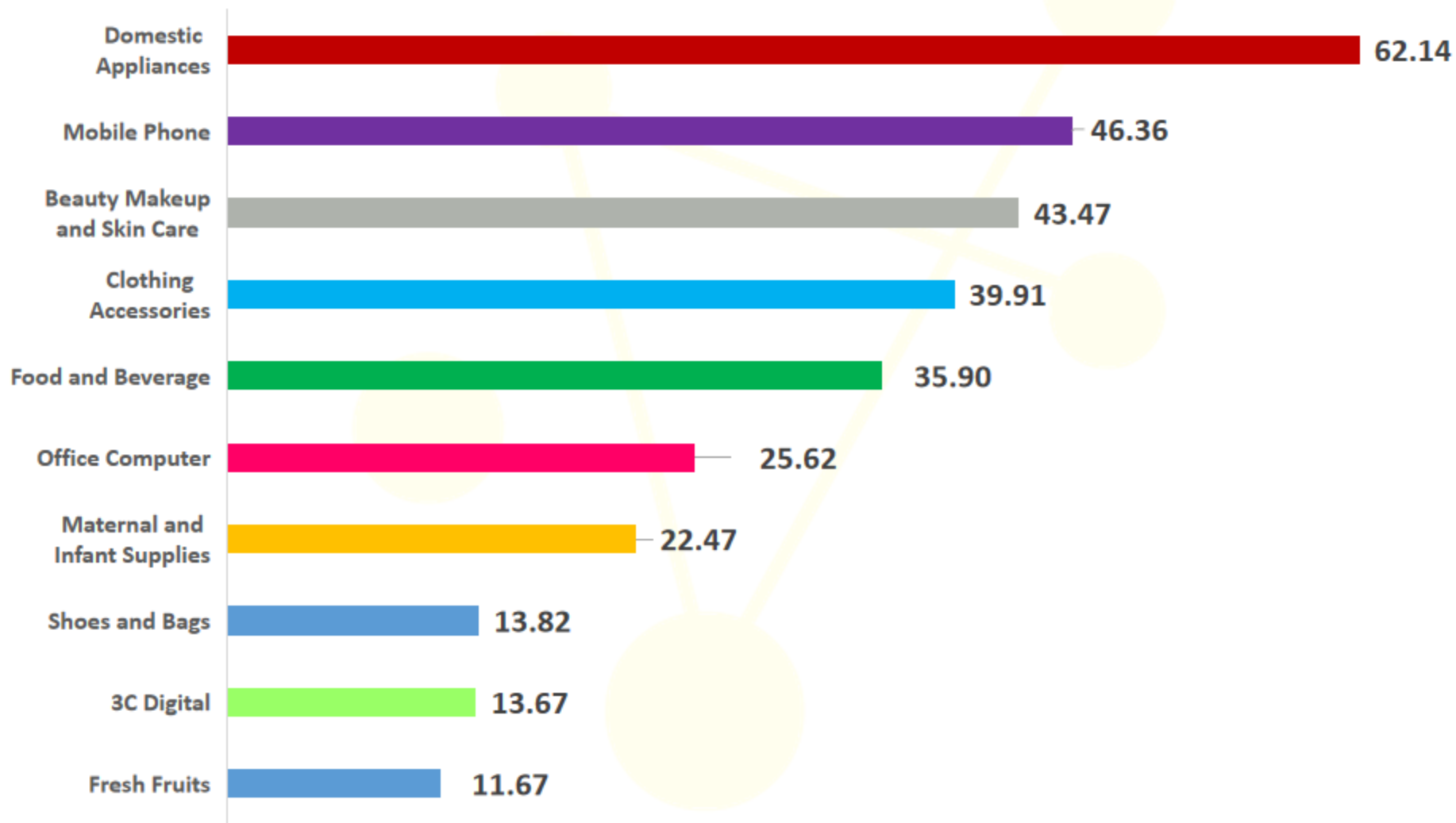
Year-on-year growth reached 43.78 %



Top 3 Platform by Sales



Top 10 Industries by Sales (billion)



The Leisure Food Industry



¥ 8.86

Sales
(billion)

Top 10 Leisure Food Brands by Sales

Ranking	Brand
1	Three Squirrels
2	Bestore
3	Be & Cheery
4	Oreo
5	Obera

Data description: Leisure food includes nut stir-fry, biscuit cake, dried meat, chocolate, candy, snack food, deli cured meat.

The White Goods Industry



Sales
(billion)

Top 10 White Goods Brands by Sales

Ranking	Brand
1	Midea
2	Gree
3	Haier
4	AUX
5	TCL

The Kitchen Appliance Industry



Sales
(billion)

Top 10 Kitchen Appliance Brands by Sales

Ranking	Brand
1	Midea
2	Supor
3	Jiuyang
4	Haier
5	Robam

The Household Applications Industry

Top 10 Household Applications Brands by Sales



Sales
(billion)

Ranking	Brand
1	Midea
2	Dyson
3	Gree
4	ECOVACS
5	Airmate

The Beauty Makeup Industry



¥ 8.26

Sales
(billion)

Top 10 Beauty Makeup Brands by Sales

Ranking	Brand
1	Perfect Diary
2	YSL
3	Lancôme
4	Florasis
5	Armani

Data description: Beauty makeup includes powder/honey powder, air cushion BB/BB cream, makeup brush, hair color products, eyebrow pencil/eyebrow powder, eye shadow, eyeliner, lip gloss/lip glaze, primer/primer, foundation/cream.

The Skin Care Industry



¥ 35.21

Sales
(billion)

Top 10 Skin Care Brands by Sales

Ranking	Brand
1	L'Oréal
2	Lancôme
3	Olay
4	Estee Lauder
5	SK-II

Data description: Skin care includes facial care, men's care, body care, oral care, hair wash and care, hand and foot care, and female care..



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