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2026 “Double 11” Sales Data Briefing

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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.

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01 /PART

Platform & Channel Sales Performance



Total Online GMV

2026 “Double 11” Shopping Festival Total GMV:

¥ 1776.4bn

YoY
+4.8%

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

E-commerce Platform GMV

2026 “Double 11” Shopping Festival
Total E-commerce Platform GMV:

¥ 1679.0bn

YoY
+3.7%



Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Instant Retail GMV

¥ 89.1 bn

YoY
+33.0%

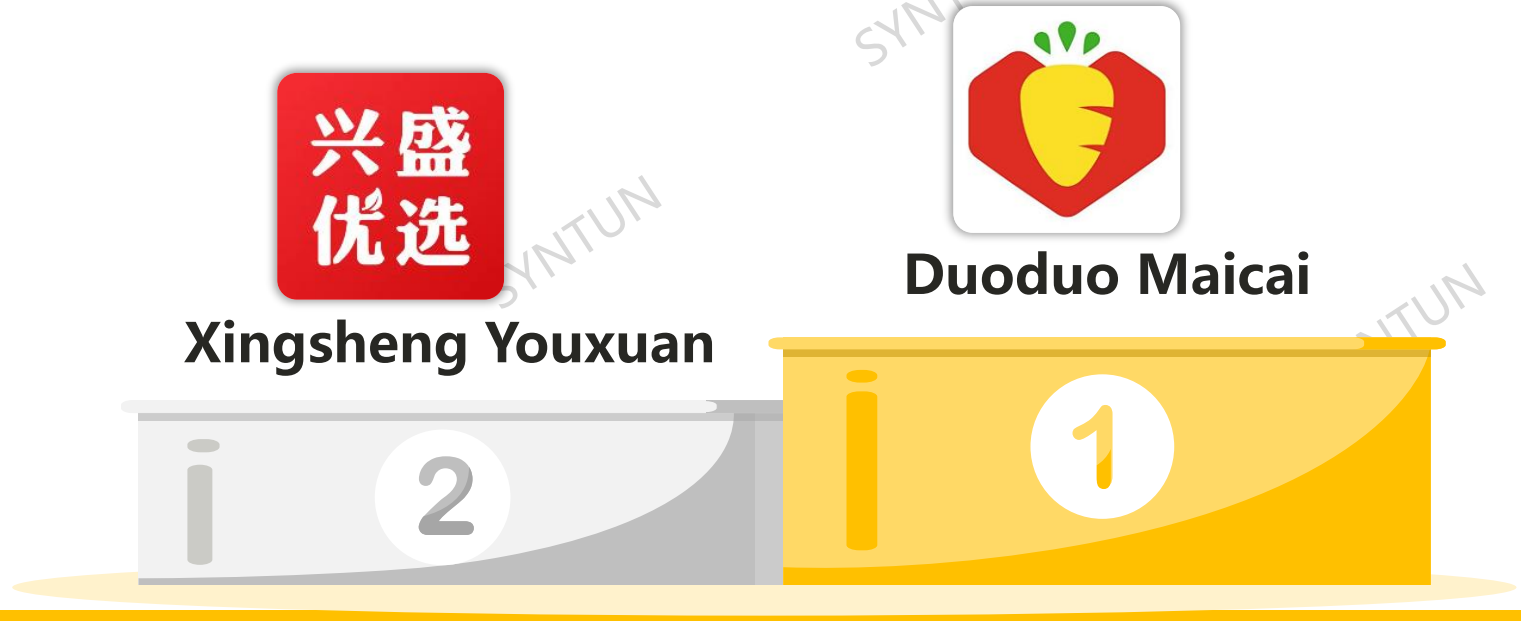


Source: Syntun. GMV includes Meituan Instashopping, Taobao Instant Commerce, JD Instant Delivery, Freshippo, Dmall, etc.

Community Group Buying GMV

¥ 8.3bn

YoY
-7.4%



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

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02/PART

Category & Brand Sales Performance



Category GMV Share Ranking

	Percentage
Household Electric Appliances	15.9%
Mobile / Electronic Products	14.3%
Clothing	13.8%
Personal Care & Cosmetics	8.2%
Shoes / Bags	6.3%
Food / Beverage	6.2%
Furniture / Building Material	5.3%
Computer / Office Supplies	4.1%
Maternal-infant Products / Toys	3.7%
Sports / Outdoor	3.6%

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Household Appliances/Electronics

Total GMV 267.5 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	Midea	Haier	Midea	Haier
TOP2	Haier	Midea	Haier	Yangzi
TOP3	Xiaomi	Little Swan	Little Swan	Skyworth
TOP4	Little Swan	Hisense	Ecovacs	Hisense
TOP5	Hisense	TCL	Hisense	SUPOR

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Skincare

Total GMV 102.9 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	PROYA	Lancôme	Helena Rubinstein	Whoo
TOP2	SkinCeuticals	SkinCeuticals	PROYA	Sulwhasoo
TOP3	Lancôme	SK-II	Estée Lauder	Baifuyuan
TOP4	Estée Lauder	PROYA	La Mer	GUYU
TOP5	La Mer	Clarins	Lancôme	KeyC

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Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Personal Hygiene Products & Household Cleaning

Total GMV 46.8 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	Kérastase	Vinda	Dettol	FREEMORE
TOP2	Vinda	Hearttex	LYCOCELLE	Naqin
TOP3	Liby	C&S	Breeze	SHEMAO
TOP4	PANTENE	Breeze	GONGZAI	M.PASSWORD
TOP5	Whisper	Blue Moon	Hearttex	Canban

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Cooking Ingredients

Total GMV 43.6 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	Arawana	Arawana	AIRMETER	Gubao Zhidu
TOP2	Shiyue Daotian	Shiyue Daotian	Arawana	WUDELI
TOP3	Luhua	Haitian	Shiyue Daotian	Arawana
TOP4	Haitian	Luhua	QiuguLe	QiuguLe
TOP5	Fortune	Hujihua	Haitian	Fortune

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Fragrance & Makeup

Total GMV 34.7 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	YSL	YSL	YSL	AGE 20’s
TOP2	CPB	Dior	MAOGEPING	Dirovo
TOP3	MAOGEPING	CPB	Dirovo	Kada
TOP4	NARS	MAOGEPING	NARS	SOCORSKIN
TOP5	Estée Lauder	shu uemura	Carslan	Kailuofei

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Nutrition & Health Care

Total GMV 25.7 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	Swisse	Swisse	NUTREND	NUTREND
TOP2	OMEGOR	Move Free	MegaRed	Nanjing Tongrentang
TOP3	BYHEALTH	BYHEALTH	Move Free	Masuli
TOP4	WonderLab	Centrum	OMEGOR	Yousheng Zhiyan
TOP5	WHC	GNC	WonderLab	Organic Garden

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Snacks

Total GMV 17.7 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	Three Squirrels	Three Squirrels	Three Squirrels	Chaoyue
TOP2	BESTORE	BESTORE	Mr. Kangaroo	Yiguo Qingcheng
TOP3	Be&Cheery	Wolong	CRISUP	Mofa Guimi
TOP4	Lay's	Lay's	Dove	Yanker Shop
TOP5	BIBIZAN	Be&Cheery	BESTORE	Three Squirrels

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

Pet Food

Total GMV 10.3 bn

Ranking	Tmall	JD	Douyin	Kuaishou
TOP1	ROSY FRESH	Royal Canin	Nourse	Fengyi Longxiang
TOP2	Legendsandy	Legendsandy	Myfoodie	Myfoodie
TOP3	Royal Canin	NetEase Yanxuan	ROSY FRESH	Miaozhengzheng
TOP4	Honest Bite	Toptrees	Kuanfu	Yipinhong
TOP5	Myfoodie	Myfoodie	Legendsandy	Saidongli

Source: Syntun. GMV includes Tmall, JD, PDD, Douyin, Kuaishou, etc.

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THANKS

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