28 Oct 2026 16:41:08 ET | 18 pages

China Internet

2026 Singles Day: First-Phase Trend; Observation & Expectations

Alicia Yap, CFA[AC]

Brian Gong

Vicky Wei, CFA

Nelson Cheung

CITI'S TAKE

2026 marks the 18th anniversary of China's Double 11 shopping festival, with major e-commerce platforms having launched promotions starting mid-October. Based on our observation, platforms are shifting tactics toward direct price cut without basket-stacking, likely aiming to curb artificial order-stuffing and reduce return rates. Platforms are also prioritizing high-quality conversion by funneling subsidies toward high-LTV member cohorts (88VIP, JD Plus) and encouraging widespread merchant AI adoption to drive operational efficiency. While headline GMV will likely remain undisclosed, we believe platforms will spotlight category outperformance, user engagement, and AI-driven sales metrics. Following normalized growth during 2026 6.18 (+4.0% YoY), we estimate overall 2026 Double 11 industry GMV will grow at low-to-mid single digits YoY, likely driven by faster growth from Douyin stores, strong growth in service categories (JD) and highly competitive instant retail segment. Maintain our Buy rating on BABA, JD, PDD and Neutral rating on VIPS.

2025 sales recap and read-thru from 2026 6.18 - Syntun estimated total 2025 Double 11 GMV +14.2% YoY to Rmb1.70trn (e-commerce +12.3% YoY to Rmb1.62trn), with Douyin displacing PDD alongside Tmall and JD in the top three platform rankings. In comparison, the 2026 6.18 festival saw total GMV rise +4.0% YoY to Rmb934bn, driven by subdued comprehensive platform growth (+0.9% YoY to Rmb863.6bn) alongside an +112.3% YoY surge in instant retail.

BABA's pre-sales trend — Tmall's Double 11 saw 124 brands cross Rmb100m in GMV within the first four hours, with 27,681 brands surpassing prior-year opening-day sales. Growth was driven by platform-wide AI merchant adoption and subsidized surges in digital electronics (+400% YoY) and smartphones (+900% YoY).

JD's pre-sales achievement — JD kicked off Double 11 on Oct 12 with direct price cuts and no basket-stacking, driving double-digit YoY growth in opening-day transacting users. Growth was powered by deep AI integration across 3,000+ workflows, tiered subsidies, and expanded service offerings across 100+ verticals.

Douyin and Kuaishou — Douyin kicked off Double 11 with robust livestreaming and FMCG momentum, highlighted by an 80% YoY increase in Rmb100m+ livestream rooms and a 167% YoY surge in Rmb100m+ FMCG brands. Kuaishou's Double 11 festival focuses on full-domain AI operational tools and tiered traffic subsidies for merchants and KOLs, propelling record sales in top livestream sessions.

Our observations and expectation — Major platforms have shifted from cross-store threshold discounts from previous years to direct price cuts this year, curtailing artificial order-stuffing and lowering elevated return/cancellation rates to improve logistics efficiency, in our view. Subsidies are increasingly concentrated on high-LTV cohorts (88VIP and JD Plus) to maximize conversion and retention, while merchants prioritize marketing ROI and profitability over loss-making, volume-chasing promotions. We expect overall GMV growth for 2026 likely to come in at low-to-mid single digit yoy growth driven by faster growth of Douyin, JD's services categories and competition across instant retail platforms.

See Appendix A-1 for Analyst Certification, Important Disclosures and Research Analyst Affiliations.

Not for distribution in the People's Republic of China, excluding the Hong Kong Special Administrative Region and Qualified Foreign Institutional Investors.

2026 11.11: First-Stage Performance

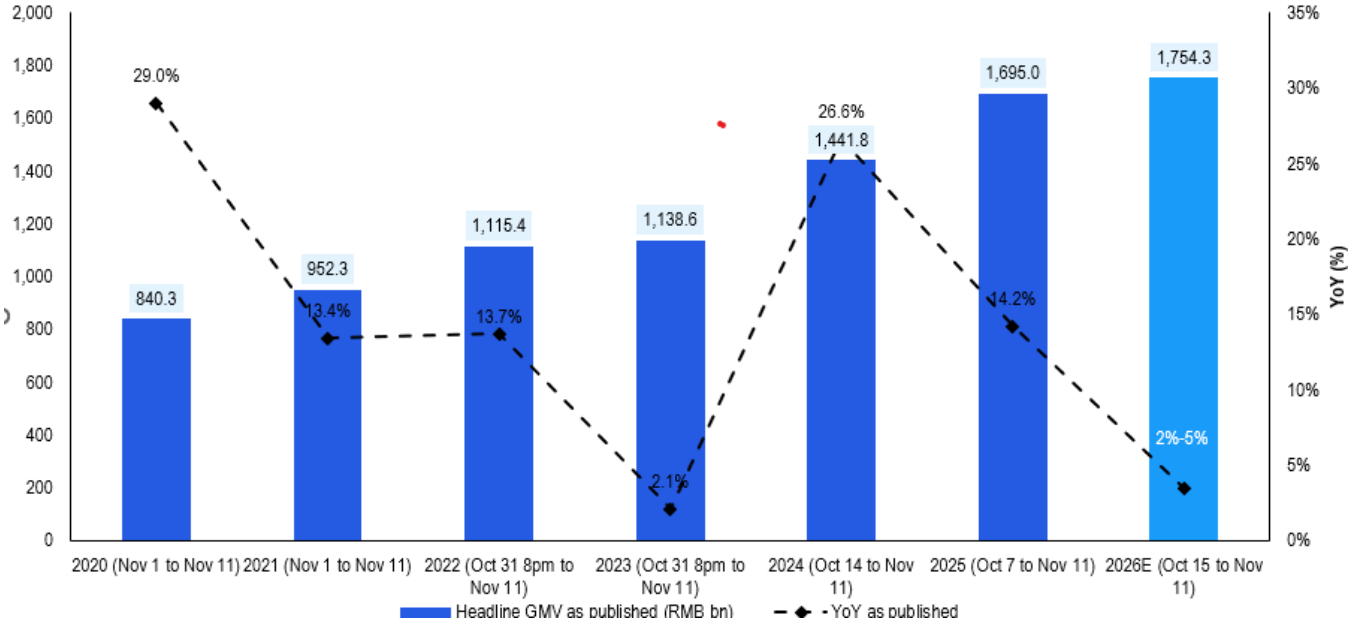
Recap on 2025 Singles Day Achievement

China Internet - China E-commerce GMV +12% YoY on Singles Day Promotions

According to estimates released by Syntun Data, 2025 Double 11 shopping festival, which spanned from Oct 7th to Nov 11th recorded total sales of Rmb1.619.1trn for e-commerce platforms, representing +12.3% YoY from the 2024 period which captured from Oct 14th to Nov 11th (link). If combining e-commerce platforms and quick commerce, total Double 11 GMV reached Rmb1.696trn, +14.2% YoY. The top three e-commerce platforms in 2025 were Tmall, JD, and Douyin, versus 2024's top 3 with Tmall, JD, and PDD.

- **Top categories** - The top 3 categories by GMV on e-commerce platforms during 2025 11.11 festival were home appliances (16.5% of total sales); mobile phones and digital products (14.6%); and apparel (14.0%). While Syntun Data did not disclose category growth rates, it disclosed the categories' GMV amount: home appliances reached Rmb266.8bn; beauty and skincare products generated Rmb99.1bn; and cleaning and personal care products recorded Rmb44.4bn.

Figure 1. Historical GMV of China Double 11 promotions



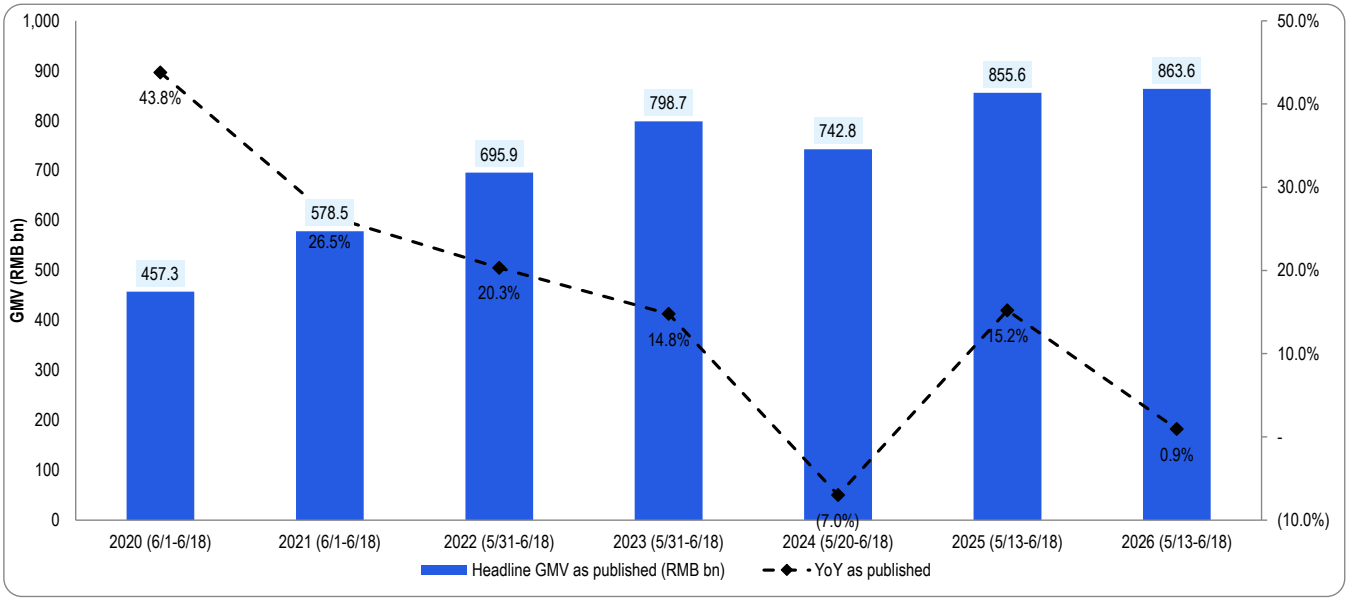
© 2026 Citigroup Inc. No redistribution without Citigroup's written permission.

Source: Citi Research Estimates, Syntun data, Note: Headline GMV and YoY are shown as published by Syntun, and 2026E data is Citi estimate, Promotion windows vary by year and platform

Comparing to 2026 6.18 Festival

Syntun announced on Jun 22, 2026 (link) (PR Newswire, link) that it estimated total online ecommerce GMV for 6.18 promotional festival between May 13-Jun 18 reached Rmb934bn, +4.0% yoy. Comprehensive ecommerce platform GMV +0.9% yoy to Rmb863.6bn, with top 3 players being Tmall, JD and Douyin. Transaction values of instant retail grew strongly by 112.3% yoy to Rmb62.8bn, led by Meituan Instashopping, Taobao Shangou and JD Miaosong. For community group purchase, GMV further declined by -39.6% yoy to Rmb7.6bn, led by Duoduo Maicai and Xingsheng Preferred.

Figure 2. Historical GMV of China 6.18 promotions



© 2026 Citigroup Inc. No redistribution without Citigroup's written permission.

Source: Citi Research, Syntun Data

2026 pre-sales performance

Alibaba

This year Baba has scheduled two tracks promotion for Double 11 shopping festival: presale and in-stock sales.

- Presale merchant registration runs from September 21 at 12:00 to October 15 at 19:59; deposit payment runs from October 15 at 20:00 to October 20 at 17:59; final payment runs from October 20 at 20:00 to October 25 at 23:59.
- In-stock merchant registration closes on October 19 at 23:59; in-stock sales begin on October 20 at 20:00 and continue through November 13 at 23:59.

First-stage sales performance review

This year's Tmall Double 11 has drawn 1 million global brands and 72 million products. According to Ebrun's 26 October report link, Tmall recorded 124 brands with sales exceeding Rmb100m within the first four hours of its 20 October opening, while 27,681 brands surpassed their prior-year opening-day sales and 14 Taobao livestream rooms exceeded Rmb100m.

- **New products** contributed to the strong performance during the opening, with 102 products generating sales above Rmb10m and 1,113 exceeding Rmb1m; 228 emerging subcategories delivered 50% yoy growth with 117 of them growing faster than 100%. Tmall is using Double 11 to showcase new products and more debut launches by global brands. During the month before sales opened, the number of merchants debuting new products on Taobao and Tmall rose 64% year on year, and the volume of debut launches hit a record high.
  - **AI was the main driver:** a wave of large-model and AI hardware launches lifted the volume of new 3C and digital products by 130% yoy. MiniMax opened an exclusive store on Tmall on 13 October. Zhipu, Alibaba Cloud and

Qwen Office also opened stores and plan to offer several token subscription packages during Double 11.

- **Sales in subsidized digital electronics and mobile phone** categories increased by more than 400% and 900% yoy, respectively, while televisions and smart-home products recorded double-digit yoy growth.

- **AI applications on merchant operations.** AI was the most frequently used keyword during this year's Tmall Double 11. Last year's event was billed as "the first Double 11 with AI fully deployed." Tmall President Jia Luo (家洛) commented AI has progressed faster than expected this year. Taobao and Tmall have built AI features into every step of a merchant's day-to-day work: product selection, content operations, customer communication, advertising and data analytics. Merchants now run their businesses almost entirely through these AI tools, and the tools are being updated very quickly, see link (CaiJing, 18 Oct).

- We summarized the top 10 brands on GMV from 8pm on Oct 20 to 11pm on Oct 21 China Time on Tmall.

Figure 3. Top brands by GMV during Oct 20 8pm-Oct 23 11pm 2026 on Tmall

Rank	Sports	Outdoor	Men's Clothing	Women's Clothing	Baby Products
1	Fila	Camel	Uniqlo	Bosideng	Purcotton
2	Adidas	The North Face	Bosideng	Uniqlo	Wanya
3	lululemon	Pelliot	Camel	Snow Flying	Goodbaby
4	Nike	Kolon Sport	YAYA	Mo&Co.	Hagaday
5	Descente	Columbia	Gap	LANCY FROM25	Bebebus
6	Li-Ning	Descente	Peacebird	GUVET	Beitaisi
7	Anta	Salomon	Mark Fairwhale	JNBY	bc babycare
8	New Balance	Decathlon	Hazzys	EIFINI	Buddy Buzzy
9	ASICS	Helly Hansen	Jack & Jones	COS	Shixi
10	Puma	Adidas	Dickies	Zhizhi	HBR

© 2026 Citigroup Inc. No redistribution without Citigroup's written permission.

Source: Citi Research, Ebrun News

Figure 4. Top brands by GMV during Oct 20 8pm-Oct 23 11pm 2026 on Tmall (continued)

Rank	Skincare	Makeup	Large Appliances (Stores)	Small Appliances (Stores)	Mobile Phones
1	PROYA	YSL	Haier Official	Roborock	Apple
2	SkinCeuticals	Clé de Peau Beauté (CPB)	Midea Official	Midea Official	Xiaomi
3	Lancôme	MAOGEPING	Little Swan Official	Ecovacs	Huawei
4	Estée Lauder	NARS	Xiaomi Official	Xiaomi Official	OPPO
5	SK-II	Flower Knows	Hisense Official	Tineco Official	Honor
6	La Mer	Estée Lauder	Gree Official	UWANT	vivo / iQOO
7	L'Oréal Paris	Charlotte Tilbury	FOTILE Official	Dyson Official	Samsung
8	Clarins	Tom Ford	Siemens Home Appliances Official	SUPOR Official	Motorola
9	Helena Rubinstein	Lancôme	TCL Group Official	De'Longhi	Meizu
10	Winona	TIMAGE	ROBAM Official	Bololo Official	realme

© 2026 Citigroup Inc. No redistribution without Citigroup's written permission.

Source: Citi Research, Ebrun News

AliExpress: spending more on traffic and subsidies

An earlier, longer promotion window. AliExpress outlined its overseas Double 11 plan at its merchant conference in Shenzhen on 19 October 2026. Pre-sales will start on Oct 29, while official sales run from Nov 1 to 18, followed by the Black Friday cycle from Nov 19 to Dec 3. Management noted traffic and subsidies as the two priorities this year.

- **Higher spending on users, aimed at acquisition outside the EU.** Coupon spending is up 20% yoy. AliExpress is targeting 25% yoy growth for new users outside the EU, and Elite members get extra platform subsidies. Spending on new-product promotion and seasonal discounts is also up 20%. For marketing reach, AliExpress plans to work with more than 70,000 content creators across 45+ countries and expects over 1 billion online impressions.

- **Strategy upgrades focus on brands, overseas fulfilment and the EU.** AliExpress will launch a list of 100 "super brands". In the EU, the platform will use duty-free stores and tax-relief coupons to soften the impact of the European tax reform. The Americas are treated as the core growth engine. In Russia, AliExpress is adding payment-marketing rebate partnerships on top of media exposure.

JD.com

Double 11 shopping festival started from Oct 12

This year JD's double 11 campaign started from 8pm on Oct 12 and will last until Nov 13. JD continued to remove its pre-sales period with straightforward major promotions including super experience day on Oct 28, deep discount period between Oct 31-Nov 3, categories days between Nov 4-9, official sales for Double 11 campaign from 8pm on Nov 10 to full day of Nov 11 and post-sales period between Nov 12-13.

JD.com (JD.O) - 3Q26E Preview: Expect Inline JD Retail Revs and JDR Operating Profit

On September 24, Sina News (link) reported that JD.com's Double 11 festival this year will fully launch on October 12, opening with in-stock sales. This year, JD's "Double 11" will once again open with in-stock sales, emphasizing official direct price cuts (官方直降) without basket-stacking requirements (凑单). Compared to previous years, JD is also launching a "Super Service Day" to expand new service consumption experiences.

Data released at JD's 2026 Merchant Conference, held on September 22, showed that during the first half of this year, the number of merchants on the JD platform with sales exceeding Rmb100 million grew at a double-digit rate yoy. Over the past year, the number of newly onboarded merchants grew more than 30% yoy. By category, in addition to growth in electronics categories such as smart devices and personal care appliances, trend categories including women's apparel, outdoor apparel, and pet supplies also showed strong growth.

For the upcoming Double 11, JD will increase investment to provide merchants with more efficient and practical AI tools to support their operations, aiming to drive more than 60% yoy growth for new merchants surpassing Rmb1 million in sales, as reported by Sina News.

Transacting users up double digits yoy on the first day

On Oct 15, JD announced its Double 11 campaign kickstarted from 8pm on Oct 12, with double-digit yoy growth in transacting users on the first day. JD emphasized

this year the company will focus on straightforward discounts, high-quality services and AI-driven new experiences to drive stronger shopping demand.

During its event launch day on Oct 15, JD shared additional promotions and rewards for its campaign, including a tiered discount strategy on specific SKUs to encourage more purchases. JD also officially upgraded its service categories by classifying into over 100 verticals to enhance its service experience. During the whole promotional period, consumers can redeem an additional Rmb60 red envelope per day, while JD Plus members can enjoy additional privileges including super subsidies of over Rmb1,000 and full-categories vouchers.

JD will deeply integrate AI in over 3,000 scenarios covering retail, logistics, healthcare, industrials, food delivery and housekeeping services through AI shopping assistant Dongdong, JoyInside embodied AI, JoyAvatar digital avatar and Langzu robotics. In addition, JD has introduced a better value-for-money screening model driven by AI for full-category production selection.

Updates on major promotions include the following:

- Commencement of Double 11 campaign (Oct 20 8PM): 50% discount off for key brands.
- **AI entertainment surprise day (Oct 20-21):** free trade-in at Rmb0 for specific smartphones, PC and other electronics.
- **AI home surprise day (Oct 22-23):** 30% discount off on packaged sales for home appliances and home living goods.
- **Health surprise day (Oct 24):** 27% discount off for healthcare products with free shipping by sharing with friends.
- **Fashion surprise day (Oct 26-27):** 50% discount off for apparel and cosmetics.
- **Super experience day (Oct 28):** 50% discount off for lifestyle services.
- **Super livestreaming day (Oct 29):** 50% discount off for brand products during livestreaming sessions at 8PM. JD will host an additional livestreaming at 8PM on Oct 31 with ~100 quality AI creators and other events.
- Super discount day (Nov 2): Rmb9.9 for selected SKUs.
- **Eat, drink and be merry surprise day (Nov 5-6):** 50% discount off for food and entertainment goods.
- **JD Plus members day (Nov 8):** super subsidies of over Rmb1,000.
- **Official sales:** 52 hours of official sales with JD's low-price strategies.

In addition, JD will be the first to on-board new products from Apple, Huawei, Hisense, Bosideng and Feike with trade-in subsidies and Rmb1 limited sales. Apart from online, consumers can also enjoy discounts from over 10K JD offline stores including participation of JD 101Home and JD Space for the first time.

Emphasis on service offerings

Apart from discounted goods, JD also emphasizes its service offerings covering over 100 verticals in 3 major scenarios in home living, transportation and health services and focus on 3 demands for elder care, pets and AI. JD Service also introduced "333" scheme to enhance pricing transparency, service quality and after-sales services.

- **Home living:** housekeeping, express delivery (4 hours regional delivery, 1-hour intra-city delivery), relocation, food delivery, 7Fresh kitchens, repairs, 3C electronics trade-ins, appliances and furniture installation, utilities and rental payment.
- **Transportation:** travel, in-store dining, entertainment, self-pickup, review, auto and two-wheeler maintenance and repair, auto insurance, auto fueling and charging, charging station installation and bike delivery and installation.
- **Health services:** internet hospitals, to-home diagnosis, nursery services, body checks, medical aesthetic services, high-end health management services.
- **Elder care:** short-term caring services, health management, shower assistance, home renovation and personal pension management.
- **AI services:** robots repairs and rentals, housekeeping AI, AI procurement manager, AI finance assistant, AI doctor and AI clothes fitting.
- **Pet services:** pet feeding and custody, body checks, hospital, insurance, delivery and beauty.

JD's service quality is secured via its largest blue-collar training system by a private company which has trained over 1mn blue collars and targets to train additional 1mn blue collars in the next 3 years.

During Double 11, JD will provide a max of Rmb4,680 discount on single category services, and will host housekeeping day on Oct 12, elderly care day on Oct 18, pet category day on Oct 25, super services day on Oct 28, cooking category day on Oct 29, appliance repair day on Nov 1 and full-service promotion between Nov 9-11.

PDD

Limited disclosure on first-stage sales

According to Ebrun dated Oct 13 link, Pinduoduo opened merchant registration for its 2026 Double 11 campaigns, which run from Oct 15 to Nov 30. The plan focuses on branded products, price protection, platform subsidies and traffic allocation. Selected brand flagship stores who are being invited can join through a dedicated "flood link" channel with lower entry requirements, in exchange for traffic and subsidy benefits.

Tightens Doorstep Delivery Rules for Double 11

According to Ebrun News (link, 27 Oct), during Double 11, PDD has tightened its doorstep-delivery requirements and made merchants more accountable to narrow gaps in the last-mile delivery experience. The platform plans to revise its rules so that merchants who steer customers away from doorstep delivery, for example by suggesting parcels go to a collection point or a parcel locker, will be treated as breaking the rules. The aim is to win consumer trust on more than price by improving its fulfilment services.

Douyin

Early momentum, led by livestreaming and FMCG

Douyin Mall launched its Double 11 shopping festival on Oct. 15.
phase (Oct. 15–18), the number of merchants with coupon-drive
Rmb100mn surged 200% YoY. Over the same period, the numbe



rooms generating over Rmb100mn in sales grew 80% YoY, while new merchants whose self-operated livestream sales topped Rmb10 million increased by 133% YoY.

- **FMCG grew the fastest, driven by stock-up and seasonal demand.** The number of FMCG brands with sales above Rmb100m rose 167% yoy. Merchants with sales above Rmb10m rose 200% in pets category and 83% in mother-and-baby category.
- **Durables rankings were largely unchanged.** Apple, Huawei and Xiaomi held the top three rankings on phones category. Lenovo and others led PC components, and Tineco, Midea and Roborock led small appliances.
- We summarized the top 10 brands on GMV during Oct 15 to Oct 18 China Time on Douyin, according to Ebrun News (link).

Figure 5. Top brands by GMV during Oct 15-18 on Douyin

Rank	Outdoor Apparel	Sports Apparel	Fashion Womenswear	Makeup	Skincare
1	Camel	Adidas	Bosideng	YSL	Helena Rubinstein
2	The North Face	Fila	La Chapelle	MAOGEPING	Estée Lauder
3	Pelliot	Nike	Marisfrolg	M.A.C	PROYA
4	Descente	Anta	MEILLEUR MOMENT	NARS	Clarins
5	Kolon Sport	Li-Ning	Tanboer	Flower Knows	La Mer
6	Columbia	lululemon	Lancy	Dirovo	PECHOIN
7	Kailas	Onitsuka Tiger	Beneunder	SOCORSKIN	SkinCeuticals
8	Pioneer Camp	New Balance	GOLDFARM	VAA	CHANDO
9	Helly Hansen	Xtep	Mo&Co.	Florasis	KANS
10	Himalaya	Under Armour	Snow Flying	Flower Lure	Lancôme

© 2026 Citigroup Inc. No redistribution without Citigroup's written permission.
Source: Citi Research, Ebrun News

Figure 6. Top brands by GMV during Oct 15-18 on Douyin (continued)

Rank	Mobile Phones	Small Appliances	Personal Care	Mother & Baby	Pet Care
1	Apple	Tineco	Spes	Pampers	Nourse
2	Huawei	Midea	bop	POP MART	Xianlang
3	Xiaomi	Roborock	Taotao Oxygen Cotton	Babycare	Myfoodie
4	OPPO & OnePlus	Ecovacs	Fuyanjie	Kangaroo Mommy	Fregate
5	vivo & iQOO	SUPOR	Whisper	Bebebus	Meow Mars
6	Honor	UWANT	Kaveido	Huggies	Legendsandy
7	REDMAGIC	Laifen	Little Dream Garden	Wanya	Kuanfu
8	Samsung	AUX	Canban	Shixi	Wanpy
9	Motorola	Joyoung	Caoben Shaoguang	Bubandi	Heibao
10	nubia	Haier	Baiyunshan	Bodorme	Royal Canin

© 2026 Citigroup Inc. No redistribution without Citigroup's written permission.
Source: Citi Research, Ebrun News

Kuaishou

Double 11 pre-sale started from Oct 7th

This year Kuaishou started Double 11 pre-sale from Oct 7 with official sale ending on Nov 15. Reported by iFeng dated Sep 16 (link), Kuaishou launched a merchant

event on Sep 15. During the event, Kuaishou Ecommerce shared their focus on full-domain collaboration powered by AI efficiency improvement. Kuaishou plans to invest in traffic support and subsidies throughout the Double 11 period with tiered merchants and KOLs, providing merchandise operation tools and AI operating tools to improve matching efficiency between content, merchandise, traffic and users to support merchants at different growth cycles.

Starting early Oct, Kuaishou has initiated pre-sale for merchants to highlight new or top-hit products while activating fan base through livestreaming. Official sales of double 11 campaign will kickstart from late-Oct and Kuaishou will introduce promotion for specific categories to boost conversion. Entering early-Nov, Kuaishou will launch promotions for all categories and further boost sales in mid Nov through fans vouchers, official discounts and category vouchers.

Kuaishou will introduce tiered support for merchants. For example, top-tier or high potential merchants are eligible for special subsidies and public domain traffic support. Merchants with breakthrough in live-streaming viewership and hit products will receive additional subsidies. Long-tail merchants can obtain traffic vouchers and other support by participating in specific events. Meanwhile, Kuaishou will offer 12% discount off for all merchants with special traffic support for key discounted goods and selected brand products.

In terms of content operations, Kuaishou provided clear guidelines by focusing on seasonal goods, trendy goods and high AOV products during pre-sale period, while shifting focuses to autumn and winter apparel, personal care and FMCG and maternity products during official sales. Kuaishou will promote cosmetics and skincare, FMCG and personal care, fresh food and health management during category day, while wrapping up with cosmetics and fashion, male outdoor goods, FMCG and large ticket items at the last phase of promotion. Kuaishou will also provide additional subsidies and traffic support for star products.

Kuaishou will leverage AI to improve matching efficiency between merchants and KOLs through AI custody and AI sessions to optimize product selection strategies. Moreover, merchants can operate digital employees on Kuaishou Ecommerce at all times supporting natural language input which covered 130,000 merchants right now and generated daily conversations with 4,000 merchants. Kuaishou also offers merchant tools (“生意通”) to help merchant optimize their operations and grow fan base with industry insights, growth diagnosis and video assistance.

Campaigns for livestreaming and short video

Reported by Sohu News dated Oct 23 (link), Kuaishou has organized special livestreaming sessions with 17 top KOLs which drive several livestreamers generating record GMV since official sales on Oct 14 and better match user demand with merchant supplies in beverages and cosmetics categories.

Reported by Sina Tech dated Oct 22 (link), Kuaishou Ecommerce launched a short video incentive campaign (“双 11 短视频争霸赛”) to encourage merchant and KOLs posting short videos with platform traffic support and other incentives. This campaign will be held between Oct 21-Nov 15, featuring KOLs, verticals and SME merchants. Top 500 products will receive additional platform traffic support on each day to encourage merchants to generate short video content and convert the short video traffic into sales.

VIPShop

Double 11 pre-sale & official sales started on Oct 15/20

Vipshop Holdings (VIPS.N): 3Q26E Preview: Expect Low-End of Guidance Amid Warm Sept

Reported by CNR News dated Oct 15 (link), VIPS kickstarted its pre-sale period from 10am on Oct 15, featuring promotions on hit products. VIPS later launched official sales campaign from 8pm on Oct 20th with 3 targeted periods at 8pm on Oct 20, Oct 31 and Nov 10 with 20% discount and additional discounts on selected products. VIPS would focus on brand promotion between Oct 24-31, which will wrap up its campaign until 10am on Nov 15.

During double 11, VIPS will partner with local government to distribute consumption vouchers including 10% discount on apparel with Rmb500 order. The government consumption voucher can be applied at the same time with platform subsidies. This year VIPS will offer straight forward discount on single item, making the promotion easy for users.

Reported by Sina Finance dated Oct 20 (link), VIPS launched its opening gala at 8pm on Oct 20, which will last for 86 hours until 10am on Oct 24th. During the period, over 10K SKUs could enjoy 20% discount and selected products at lowest prices during "value-for-money in 48 hours" session ("狂秒 48 小时").

With stronger demand for winter clothing, cosmetics and skincare, sports and outdoor and home living and appliances categories during double 11 period, users can purchase Anta windbreaker at Rmb211, Pelliot jacket at Rmb439, Gucci scarf at Rmb910, Olay Regenerist Micro-Sculpting Cream at Rmb209 (50g).

Companies Mentioned:

Alibaba (9988.HK; HK$98.9; 1; 28 Oct 26; 16:10) | Alibaba Group Holding (BABA.N; US$100.24; 1; 27 Oct 26; 16:00) | Anta Sports Products (2020.HK; HK$71.9; 1; 28 Oct 26; 16:10) | Apple, Inc. (AAPL.O; US$347.1; 1; 27 Oct 26; 16:00) | Beijing Roborock (688169.SS; Rmb107.19; 1; 28 Oct 26; 15:00) | Bosideng International (3998.HK; HK$4.09; 1; 28 Oct 26; 16:10) | Hisense Home Appliances (000921.SZ; Rmb22.33; Not Rated; 28 Oct 26; 15:00) | Hisense Home Appliances (0921.HK; HK$17.74; Not Rated; 28 Oct 26; 16:10) | JD.com (JD.O; US$25.57; 1; 27 Oct 26; 16:00) | Kuaishou (1024.HK; HK$27.08; 2; 28 Oct 26; 16:10) | Lenovo Group (0992.HK; HK$23.78; 1; 28 Oct 26; 16:10) | Meituan (3690.HK; HK$71.2; 1H; 28 Oct 26; 16:10) | Midea Group (000333.SZ; Rmb85.91; 1; 28 Oct 26; 15:00) | MiniMax (0100.HK; HK$180.2; 1H; 28 Oct 26; 16:10) | PDD Holdings Inc (PDD.O; US$78.4; 1H; 27 Oct 26; 16:00) | Vipshop Holdings (VIPS.N; US$12.7; 2; 27 Oct 26; 16:00) | Xiaomi (1810.HK; HK$25.62; 1; 28 Oct 26; 16:10)