

**“DOUBLE 11 SHOPPING FESTIVAL” E-COMMERCE
PLATFORMS SALES REPORT BY SYNTUN: TOTAL SALES OF
332.8 BILLION YUAN on the 11th of November**

The annual “Double 11” Online Shopping Festival kicked off as expected. The year 2020 is special due to the ravage of COVID-19, but the persistent enthusiasm for consumption has dissipated the gloom and recession brought by COVID-19. Various sales measures have been launched by platform merchants one after another. Not only has the front line of promotion been lengthened, but also many new promotion methods have been added. Furthermore, new retail and live have become the biggest highlights of “Double 11” this year.

Syntun is a professional provider of big data products, services and solutions in the consumer sector. According to the monitoring data of "2020 Double 11 Total Sales of E-commerce Platforms" released by Syntun, on the day of “Double 11”, in terms of the sales of main e-commerce platforms, it was 175 billion Yuan from 0:00 to 6:00, 222 billion Yuan from 0:00 to 10:00, 273.2 billion Yuan from 0:00 to 14:00, and 309.3 billion Yuan from 0:00 to 19:00.

Syntun shows that the total sales of main e-commerce platforms during the whole day of “Double 11” in 2020 reached 332.8 billion Yuan, and a total of 1.325 billion express parcels were generated.



Syntun revealed that Tmall ranks first with 59% of sales. At the same time, JD.COM ranked second with 26% of “Double 11” Online Shopping Festival this year. Pinduoduo followed closely, with 6% of sales share, ranking third.



In terms of the performance of each import platform, Tmall Global ranks the first place in the international market, accounting for 9.85% of the sales with 32.788 billion Yuan; Followed by JD Global and VIPs Global, with their sales accounting for 7.12% and 6.24% respectively.



In terms of the industry turnover ranking list, TOP1 is Household appliances/electronics, TOP2 is Phones/Electronics, TOP3 is Clothing. From TOP4 to TOP10 industries, are Personal Care & Beauty, Shoes and Luggage, Furniture/Home Building Materials, Computer & Office, Foods/Drinks, Pregnancy & Baby Toy, Sports & Outdoors respectively.



It is noteworthy that a total of 81,923 brands and more than 31.46 million SKUs participated in the big promotion during the "Double 11" this year, and nearly 2.02 million new products were released, accounting for 6.41% of the total.



According to the list of brands in six popular categories:



From the perspective of consumption rankings of various cities, Shanghai ranked first, followed by Beijing, Hangzhou ranked third, and the fourth to tenth cities were Shenzhen, Guangzhou, Chengdu, Chongqing, Suzhou, Nanjing, Wuhan respectively.



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