

Alibaba Group 2020 11.11 Global Shopping Festival News Flash

November 4



This year's 11.11 Global Shopping Festival just wrapped up its first sales period on November 3 with stellar results. As merchants and consumers alike look forward to the festival's second sales period on November 11, here are some of the highlights so far from the world's biggest online shopping event.

Alibaba Joins Forces with Close to 1,000 International Brands at the China International Import Expo

The third annual China International Import Expo kicks off tomorrow in Shanghai, bringing a much-needed sense of reinvigoration to the global economy and trade sector amid the pandemic. **At this year's expo, Alibaba joins forces with close to 1,000 overseas brands, with cross-border e-commerce platform Tmall Global showcasing more than 1,400 new products.** As China's largest import e-commerce platform, Alibaba's Tmall Global as well as Kaola have become the "fast track" for brands to enter the world's second-largest economy and connect with Chinese consumers.

Kaola Hosts 300 Livestream Sessions

For this year's 11.11, Kaola has launched its "Cloud Shopping Guide," which brings together **300 livestream sessions** so that Kaola Global VIP members can shop for the best-valued products with prices comparable to those at duty-free stores across the world. Instead of being led by a particular brand, store or anchor, **the Cloud Shopping Guide functions as an innovative model that matches livestream hosts to each page on Kaola** so they can introduce special imported goods and allow VIP members to compare global product prices in real time.



11.11 Boosts Agricultural Sales



This year's shopping festival has ignited Chinese consumers' enthusiasm for fresh agricultural products. Within the first hour of 11.11's initial sales period on November 1, Alibaba's Tmall and Taobao sold **110 million cups of coffee; 80 million pieces of fruit; 28.8 million packets of nuts; 4.2 million kgs of rice; 2.5 million kgs of tea; 1.15 million kgs of meat; 1.95 million eggs; and 1.6 million sea cucumbers.**

On the same day, Alibaba also held the opening ceremony of "Tmall Ideal City" on Jiangnan Road in Wuhan with a special exhibition giving visitors a taste of harvest season. **During this year's 11.11, Tmall and Taobao are estimated to sell 20 million pieces of agricultural products from Hubei.**

Beauty Brands Off to a Smooth Start

Cosmetics - always a popular category at 11.11 - has made a splash again this year. **Within 40 minutes of the festival's first sales period, beauty products generated more than RMB10 billion in gross merchandise volume (GMV) and exceeded 150% year-over-year sales growth in the first hour.**

Estée Lauder's Tmall flagship store was the first to surpass RMB1 billion in sales during 11.11. Popular Japanese and Korean brands such as Shiseido, Amore Pacific Group and The History of Whoo managed to surpass their performance from the entire sales period last year. Lesser-known brands also generated stellar results, **with 34 cutting-edge newcomers achieving more than RMB 10 million in sales in a single day.**

Sales of 3C Home Appliances Surge with 16 Brands Reaching RMB100 Million in First Hour

3C home appliances saw incredible performance across the board during the first day of sales on November 1, with Huawei, Midea and Haier all reaching RMB100 million in GMV just one minute into the sales period. After the first hour, **16 home appliance brands also reached this milestone, with Huawei, Haier, Midea and Apple even breaking past the RMB500 million mark.**

Taobao Live also opened up massive sales opportunities for 3C home appliance brands: **In 52 minutes, Haier set a new category record for the fastest livestream to generate RMB100 million in GMV.** Livestreams from Huawei, Midea and ECOVACS also brought in more than RMB100 million.

Northeast China Becomes a Popular Travel Destination

Known for its icy climes and snow-covered attractions, Northeast China has become one of the top travel destinations for domestic tourists. According to data from Alibaba's travel services platform, Fliggy, **the search of Northeast China rose by 300% during 11.11.** In particular, **Jilin's Changbai Mountain has become one of the leading attractions in the Northeast, with 64,000 hotel packages sold in the area.**

With outbound travel restrictions still in place, ski enthusiasts are flocking to the snow-covered slopes of Northeast China. According to Fliggy, the cold region has been particularly popular with travelers from the Sanya. **In the past month, the number of tickets booked from Sanya to Northeast China's popular attractions, such as Changbai Mountain, increased by 90% compared to the month before.**

Tmall Ideal City Unveiled

One of the key highlights of 2020 11.11 Global Shopping Festival is the launch of Tmall Ideal Cities in multiple locations in China. Beijing Organizing Committee for the Olympic Winter Games and Paralympic Winter Games Beijing 2022 have just unveiled the Tmall Ideal City in Wangfujing, Beijing, with Tmall.



As a popular spot for Gen Z, the organizers hope to advocate the love of winter sports among Chinese youngsters through the debut of the action-focused showcase, and to boost economic development of the winter sports industry. Many programs are lined up including interactive games, livestream sessions, fan meets with young idols, and more. **A week-long livestream session promoting special gifts and souvenirs of Beijing 2022 has already begun and will continue until November 8.**