



Chinese e-Commerce

Chinese e-Commerce B2B Marketplaces

Platform	Parent Company	Market Focus	Key Features	URL
Alibaba 阿里巴巴国际站	Alibaba Group	Global Export	World's most significant B2B platform	www.alibaba.com
1688 阿里巴巴国内站	Alibaba Group	China (Domestic B2B)	Wholesale platform for domestic businesses	www.1688.com
Global Sources 环球资源	Global Sources	Global (Export)	Verified manufacturers, electronics & trade shows	www.globalsources.com
Made-in-China 中国制造网	Focus Technology	Global (Export)	Strong in industrial, machinery, and OEM manufacturing	www.made-in-china.com
DHgate 敦煌网	DHgate	Global (Export & Wholesale)	Hybrid B2B & B2C with bulk pricing	www.dhgate.com
Yiwugo 义乌购	Yiwugo	Global (Export, Yiwu market)	Official Yiwu market online platform	www.yiwugo.com

Chinese Social E-Commerce Platforms

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AliExpress	Alibaba Group	Global Export	Drop shipping, direct retail	www.aliexpress.com
Temu	PDD Holdings	Global (US, EU, LatAm)	Ultra-low prices, factory-to-consumer	www.temu.com
Shein	Shein Group	Global (Fashion)	AI-driven fashion, influencer marketing	www.shein.com
JD Worldwide	JD.com	Global (Premium brands)	Fast logistics, trusted suppliers	www.jd.hk
Banggood	Banggood	Global (Tech & Gadgets)	Electronics, better shipping than AliExpress	www.banggood.com
DHgate	DHgate	Global (Wholesale)	Bulk pricing, direct factory sales	www.dhgate.com
Tmall	Alibaba Group	China (Premium B2C)	High-end brands, cross-border options	www.tmall.com
Lazada	Alibaba Group	Southeast Asia	Cross-border marketplace, localised operations	www.lazada.com

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Douyin TikTok China	ByteDance	China	Livestream shopping, short-video commerce	www.douyin.com
Kuaishou	Kuaishou Technology	China	Heavy discount-focused live-streaming	www.kuaishou.com
Xiaohongshu (RED Book)	Xiaohongshu	China & Global (Luxury & Beauty)	Influencer-driven shopping	www.xiaohongshu.com
WeChat Mini Programs	Tencent	China & Global Brands	Group-buying discounts, social sharing	www.pinduoduo.com
Toutiao	PDD Holdings	China	Group-buying discounts, social sharing	www.toutiao.com
Weibo	Sina Corporation	China	Social commerce, influencer marketing	weibo.com
Juhuasuan 聚划算	Alibaba Group	China	Group-buying deals, flash sales	www.juhuasuan.com
Meituan 美团	Meituan	China	Local services, food delivery	www.meituan.com
Tàima 泰马	Tàima Group	China	Cross-border e-commerce, logistics	

History of Chinese E-Commerce

Early Years (1990s – 2000s): The Birth of Chinese E-Commerce

Alibaba (1999): Jack Ma founded it as a B2B platform connecting Chinese manufacturers with global buyers.

JD.com (1998/2004): Started as a physical electronics store in 1998 but moved online in 2004 after the SARS epidemic.

eBay China (2003): Entered China by acquiring EachNet but struggled against local competitors.

Taobao (2003): Alibaba launched Taobao as a C2C marketplace to counter eBay, offering free listings and a better user experience.

Key Events:

- 2003 – Taobao launches and dominates eBay China.
- 2004 – Alipay launched to build trust in online payments.
- 2005 – eBay China exits, selling its stake in EachNet.

Expansion & Mobile Commerce (2010s)

Tmall (2010): Alibaba introduced Tmall (天猫), a B2C marketplace for brands and retailers.

WeChat Pay (2013): Tencent expanded WeChat (Weixin) into payments, competing with Alipay.

Pinduoduo (2015): A social commerce platform focused on group buying, targeting lower-income consumers.

Key Trends:

- Mobile shopping has grown rapidly due to the increasing availability of affordable smartphones.
- Live streaming & influencer commerce became popular on Taobao & Douyin (TikTok China).
- Cashless Society: Alipay & WeChat Pay Dominate Transactions.

Dominance & Global Expansion (2016–2020)

Singles' Day Sales (11.11): Became the world's biggest shopping festival, generating over \$100 billion in 2020.

Cross-border e-commerce: Platforms like TMall Global and JD Worldwide allowed foreign brands to sell directly to Chinese consumers.

New Retail: Alibaba's Hema (盒马鲜生) stores combined online & offline shopping.

International Expansion:

- Alibaba acquired Lazada in Southeast Asia.

- JD.com expanded to the US & Europe.
- ByteDance (Douyin/TikTok) became an e-commerce powerhouse.

Recent Developments (2020–Present)

Douyin & Kuaishou: Short-video platforms became major live-streaming e-commerce hubs.

Shein (快时尚): A global fashion giant dominating fast fashion e-commerce.

Temu (2022): Owned by Pinduoduo, aggressively expanding in Western markets with low-cost products.

Government Regulations (2021+): The Chinese government cracked down on monopolistic practices by Alibaba & Tencent.