

2017 天猫双十一全球狂欢节

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GLOBAL SHOPPING FESTIVAL 2017

2017.11.11 24:00:00

¥ 168,269,635,159

\$25,386,927,848 Total GMV in USD.  
All GMV referenced is settled through Alipay.

无线成交占比 90%  
GMV from Mobile

11.11

# Singles' Day in China

The world's biggest online  
shopping event

[hermesworld.com/singlesday](http://hermesworld.com/singlesday)

 **Hermes**

# What is Singles' Day?

For eight years, China has been enjoying a shopping frenzy every 11 November. The reason for this: in 2009 e-commerce giant Alibaba turned a local event for some students at the Nanjing University into a national online shopping event. And what began as a day of parties and karaoke events for singles in the 1990s became the biggest online shopping event in the world – Singles' Day.

## 25.3 billion dollars turnover – on one day!

For eight years in a row, Alibaba has increased its turnover on this one day by up to 40%, achieving a record in 2017 of 25.3 billion dollars (RMB 168.3bn) – on just one single day!

How does that work? Retailers' attractive discounts draw millions of people to online marketplaces on this day. More than 140,000 local or international brands were offered - the previous year it had been 100,000. 82 brands were enabled to break the magical sales limit of over 15 million dollar (RMB 100 million). Of all customers, 39% of them bought international goods.

## Singles' Day vs. Cyber Monday!

Singles' Day surpasses the former record holder in terms of online shopping events by a multiple: the Singles' Day now accounts for a four-fold larger sales volume than the Cyber Monday and the equally famous Black Friday – together!

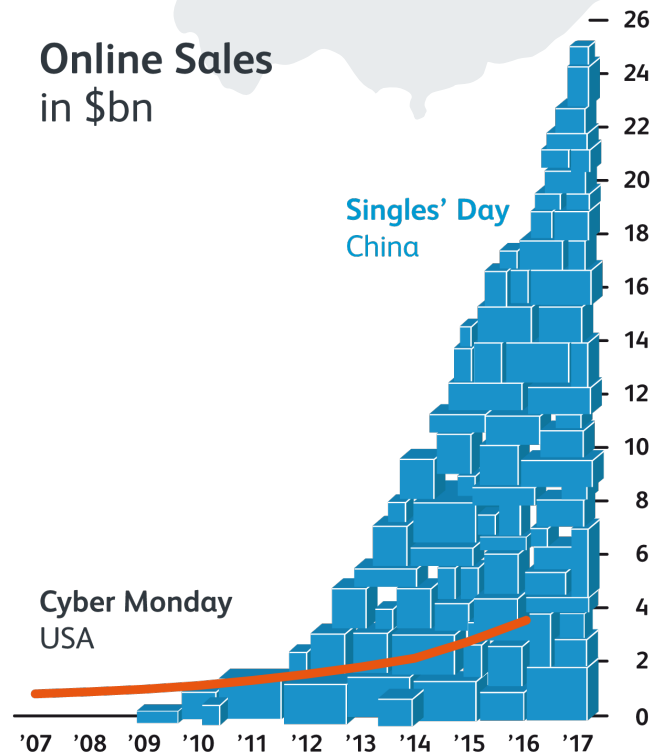
## Who buys?

Today, Singles' Day is far from being a purely Chinese event any more.

In 2017, top shoppers included customers from Russia, Hong Kong, the US, Taiwan and Australia – but also in Europe the willingness to buy steadily increases.



## Online Sales in \$bn



## What do they buy?

The most popular items on Singles' Day in 2017 were:

- Mobile phones/smart phones
- Entertainment electronics
- Furnishings for house and garden
- Clothing and fashion accessories
- Cosmetics and healthcare products
- Baby items
- Computers and office equipment
- Jewellery and watches
- Sports and fun items

# How can you be part of the success story?

Since 2014, foreign providers located outside of China now stand to gain from Singles' Day.

## Our recommendation:

Sell your products from a flagship store on one of China's cross-border marketplaces. These platforms have specialised on the sale of foreign products.

## The benefits:

- Roughly 90% of Chinese shoppers search for their goods on online marketplaces
- Extensive geographic and demographic reach
- Entry aids for rookies
- Maximum transparency in terms of costs
- High visibility of products on these platforms compared to operating your own online shop



京东全球购  
JD Worldwide

天猫国际  
TMALL.HK

## Did you know?

As an official partner of Tmall and JD.com, we can support you by setting up and managing your shop as well as your cross-border logistics.

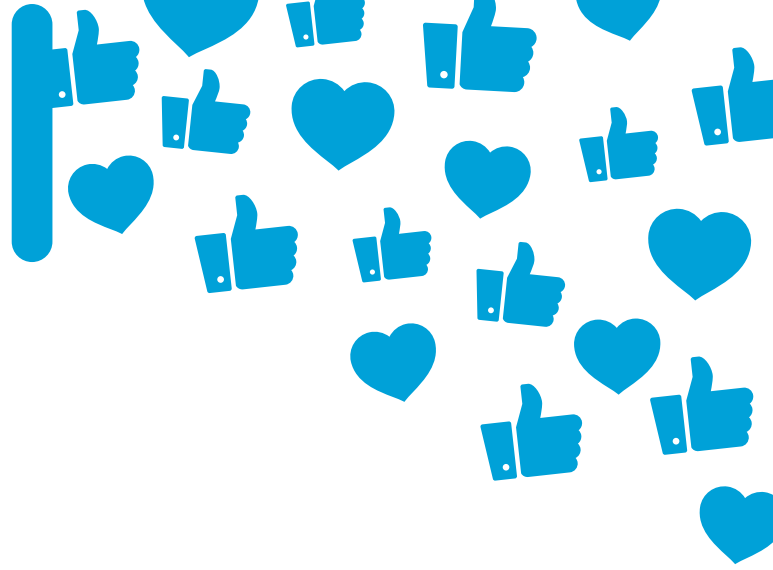
All this helps you profit quickly and easily from the potential of the Chinese market.



# How does advertising work in the context of Singles' Day?

Marketplace operators themselves offer extensive advertising options for retailers: from banner ads through to targeted product demonstrations.

In addition, search engine operator Baidu and social media platforms WeChat, Weibo or Youku are suitable for other external advertising activities.



## In short

As the greatest online shopping event in the world, Singles' Day is certainly a clear indicator of the huge importance of the ever-growing Chinese market! Are you looking to find out more on how you can also profit from this market potential? No problem. We would be delighted to assist you.



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