



GLOBAL SHOPPING
FESTIVAL 2018



Alibaba Group

The world's biggest shopping event:
11.11 Global Shopping Festival 2018



Our Mission & Vision

OUR MISSION

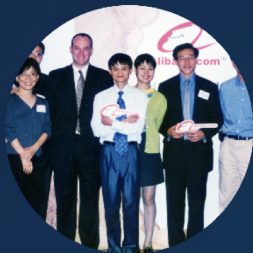
To make it easy to do business anywhere

OUR VISION

To build the future infrastructure of commerce

To be a company that lasts at least 102 years

FOUNDED IN HANGZHOU IN 1999



Our Globalization Strategy



GLOBAL
BUY

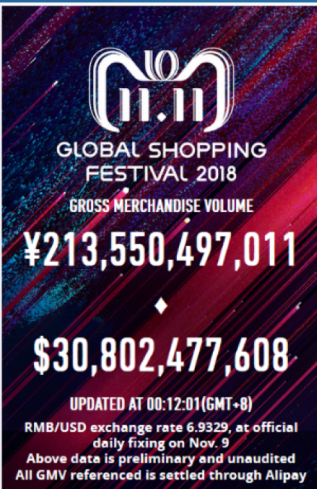
GLOBAL
SELL

GLOBAL
PAY

GLOBAL
FUN

GLOBAL
DELIVER

World's Biggest Shopping Festival



11.11
GLOBAL SHOPPING
FESTIVAL 2018
GROSS MERCHANDISE VOLUME

¥213,550,497,011

◆

\$30,802,477,608

UPDATED AT 00:12:01 (GMT+8)
RMB/USD exchange rate 6.9329, at official daily fixing on Nov. 9
Above data is preliminary and unaudited
All GMV referenced is settled through Alipay



2018 11.11 Shopping Festival



2018 11.11 Shopping Festival





>2000 Australian Brands on the Platform



>700 New Zealand Brands on the Platform



TOP 10 AUSTRALIAN BRANDS AMONG CHINESE CONSUMERS (BY NUMBER OF BUYERS)



TOP 10 AUSTRALIAN CATEGORIES AMONG CHINESE CONSUMERS (BY NUMBER OF BUYERS)

1. Health Supplements
2. Adult Milk Powder
3. Infant and Toddler Nutrition
4. Emulsion (skincare)
5. Powdered Drink Mixes
6. Dairy Products (UHT)
7. Facial Masks
8. Baby Personal Care
9. Beauty Serums
10. Milk Powder

TOP NEW ZEALAND BRANDS AMONG CHINESE CONSUMERS (BY NUMBER OF BUYERS)



red seal.

live your best life



The Natural Advantage



TOP 10 NEW ZEALAND CATEGORIES AMONG CHINESE CONSUMERS (BY NUMBER OF BUYERS)

1. Health Supplements
2. Adult Milk Powder
3. Infant and Toddler Nutrition
4. Emulsion (skincare)
5. Powdered Drink Mixes
6. Dairy Products (UHT)
7. Facial Masks
8. Baby Personal Care
9. Beauty Serums
10. Milk Powder

FMCG FOOD

FMCG PERSONAL CARE

FMCG MOTHER & BABY

VITAMINS & SUPPLEMENTS



Observing China Forum



Key Takeaways 11.11 2018

1. Growth not about GMV
2. Livestream:
The new Virtual Shelf in China
3. Localization key to success
for International Brands
4. Creative Content the
differentiator as platforms
evolve

Christmas Beach Reading ;)

FORRESTER

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From Singles' Day To Global Shopping Festival

This Year's 11.11 Event Showcased Alibaba's Business And Technology Innovations

by Xiaofeng Wang
December 10, 2018

Why Read This Report

2018 marks the 10th anniversary of Singles' Day, the world's largest shopping festival. This year, event creator Alibaba renamed it the 11.11 Global Shopping Festival; the nearly \$31 billion in sales set a new record. Alibaba used the rebranding as an opportunity to scale innovations like its New Retail model, run pilots in industries like hotels and automobile, and test its New Manufacturing vision. Digital business pros can use this report to learn from Alibaba's latest innovations and apply those lessons to their global omnichannel strategy.

Key Takeaways

The 2018 Edition Is The Most Global 11.11 Ever
This year's numbers are staggering: shoppers from more than 200 countries participated, choosing from 19,000 international brands. But that's not all; Alibaba used this year's festival to export its New Retail model to markets like Spain and AI technologies to Southeast Asia via Lazada.

Alibaba's Ecosystem Fuels New Retail
This year's festival was also the most inclusive 11.11; Alibaba units from online travel platform Fliggy to Alibaba Cloud — 29 in all — participated. New Retail is the focus, covering 200,000 smart stores across its Intime department stores, EasyHome furniture stores, and Freshippo (Hema) supermarkets.

The Event Is A Test Bed For New Business Models And Technologies
Previous years' innovations like gamification, smart mirrors, and AI-generated personalization have become routine for 11.11. This year's pilots illustrate Alibaba's ambitions to branch out into new industries like hotels and cars and expand its New Retail model to manufacturing.

CMO

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4 Takeaways From Singles Day 2018

By Christina Gliddon · Contributing Writer · CMO.com | November 28, 2018

QUICK TAKE

- Singles Day 2018 was the biggest one ever.
- The convergence of online and offline retail channels became more apparent this year.
- According to Joseph Tsai, Alibaba's co-founder and vice chairman, Singles Day is both a sport and entertainment.

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14.2 SHARES

Charts of the Day: China Spends \$45 Billion on 'Double 11'

Chinese shoppers have spent 314.3 billion yuan (\$45.1 billion) so far on this year's 'Double 11' sale, an orgy of online shopping that has become of the Chinese equivalent of Black Friday and Cyber Monday in the U.S.

Chinese consumers cheerfully snapped up everything from smartphones to clothing to groceries online during the event, with Alibaba, JD.com, Suning.com, Pinduoduo and Amazon doing the most business.

Who's Taking More of the 'Double 11' Pie?
Unit: Percentage of total Double 11 gross merchandise volume (%)

Clash of the retail titans: Here's why shopping on China's Singles' Day and US Black Friday differ so much

- Last year, some 77 million US shoppers went to physical stores to shop on Black Friday
- China's retail ecosystem is primarily led by online players

SINGLES' DAY

2018

ON ALIBABA PLATFORMS

QUICK FACTS

- US\$ 30.8 BILLION Total GMV
- 27% INCREASE YOP GMV vs 16 Y
- 1,042 Global Delivery Centers
- 237 Brands expanded Presence in 2018

OVERALL

GLOBAL BRANDS

More than 60% of consumers made purchases from an international brand.

TOP 5 COUNTRIES

- United States
- United Kingdom
- Germany
- France
- Canada

TOP 5 CATEGORIES OF MOST SALES

- Apparel
- Home
- Beauty
- Electronics
- Books

TOP 5 BRANDS OF MOST SALES

- Uniqlo
- Apple
- Amazon
- Alibaba
- JD.com

Alibaba

Born in China,
Created for the World

