



GLOBAL SHOPPING FESTIVAL 2021

11.11 Business Updates



Helping Brands and Merchants Navigate the Global Supply Chain Disruption

To help international SMEs navigate the global supply chain disruption, the Tmall Overseas Fulfillment program, located across Asia, EU, and the U.S., leverages Cainiao's overseas warehouse network to offer greater inventory flexibility and lower logistics costs. This solution enables small, emerging brands to fine-tune product assortment and respond to market opportunities in China without having to set up a flagship store.

Supporting brands to meet peak logistics demand and deliver their products to Chinese consumers in time for 11.11, Cainiao has stocked up over 300 million products from 87 countries and regions in its network of bonded warehouses in China, B2B warehouses, and Global Fulfillment Centers around the world.

In addition, Cainiao has chartered 300 flights and secured additional cargo space to transport products from China to global consumers who place orders through AliExpress.



A Record Number of Luxury Brands Tap into 11.11

More than 200 luxury brands are participating in the 11.11 festivities, offering more than 100,000 new luxury products. During the first sales window (November 1–3), consumers from nearly 400 cities in China placed orders on Tmall Luxury Pavilion. The number of consumers placing orders within the first sales window increased by more than 40% year-over-year on the Tmall Luxury Pavilion.

According to a joint study by Bain and Altagamma, China's luxury market continued to grow last year, despite a slowing global demand for luxury goods. The China market now makes up 20% of global luxury sales.



Surge in Domestic Travel Plans

The surging demand for domestic travel was another highlight for this year's 11.11. Between November 1 and 3, trip reservations to beach destinations in Hainan Province grew by 390% year-over-year. Winter travel destination Changbaishan saw a 230% YoY growth in purchases. Meanwhile, natural spring resorts-related purchases saw a 160% surge.



Livestreaming as the Go-to Tool

More than 700 leading KOLs and brand representatives are hosting livestreaming sessions during this year's 11.11. The number of products featured on Taobao Live increased by 100,000 from September to October 2021. Sales generated through Taobao Live during the first sales window increased by 88.8% year-over-year.

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Supporting Charitable Causes and promoting inclusiveness

Strong Consumption in Lower-tier Cities and Rural Areas



11.11 is a festival celebrated by all. Spending by consumers in lower-tier cities and rural areas increased more than 24% YoY compared to last year's first sales window.

Home appliance is the most popular category for consumers in lower-tier cities and rural areas this 11.11. Sales of robot vacuum cleaners and dishwashers increased by 122.5% and 47.1% respectively during the first check-out window, showing continued growth in purchasing power and sophistication outside of China's megacities.

"Goods for Good"



Between October 20 to November 4, the "Goods for Good" program, which has been a significant part of Alibaba's philanthropical efforts since 2006, raised over RMB60 million from 1.2 billion donations. The number of buyers of "Goods for Good" products reached a record 230 million.

During the first three days of this year's 11.11 sales window, the "Goods for Good" program partnered with more than 70 organizations to support more than 200 charitable projects.



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Insights from Alibaba Executives and Industry Experts

Chris Tung, Chief Marketing Officer of Alibaba Group on the company's focus on sustainability:

“We believe that behavioral change is essential to ensuring a sustainable future. Which is why as the creator and leader of the 11.11 festival, Alibaba aims to play an important role in driving those positive changes.”

James Zhao, General Manager of Global Supply Chain at Cainiao on Helping SMEs Address Supply Chain Challenges:

“Big brands and merchants have relatively more resources to deal with different scenarios and crisis. But for domestic or overseas small and medium-sized merchants, they are more vulnerable to uncertainties like the pandemic.”

Tony Shan, Head of Tmall Global for the Americas on Cainiao's ability in helping global brands access the Chinese market during COVID-19:

“Tapping into Cainiao's vast logistics network globally was the key, especially during the pandemic [when there are so many uncertainties].”

Iris Chan, Partner & Head of International Client Development, DLG on the Importance of 11.11 for Global Brands:

“For some product categories, such as beauty, over 40% of annual sales made on Tmall take place on key shopping festivals like 618 and 11.11. This makes it of utmost importance for brands to develop the right kind of content, experiences and customer journeys to drive shoppers down the funnel from awareness to purchase, during these events.”



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