

11.11 is no longer won on 11 November

In seventeen years, the world's biggest shopping event has become a month-long season, a price battle and, for foreign brands, an origin to prove and display.

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¥1,695bn
in 11.11 sales in 2025, all platforms, over 36 days.
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Dear reader,

Today, 11 November, Singles' Day draws to a close. For brands, though, everything was decided long before: the first deals started on 12 October, and the decisions that matter (products, price, stock, content) are taken in the summer.

Platforms no longer publish official figures, shoppers compare more and Tmall Global promotes brands with proven origin.

This special issue traces seventeen years of 11.11, sets it against the analysis of leading consultancies and turns it into a practical calendar for a French brand selling in China without a subsidiary, through a distributor or cross-border e-commerce. The next big date, 618 in June 2027, starts now.



Maxime
de Fougeroux
Founder, ByMyFrench

AT A GLANCE

What is changing, what you should do

	WHAT IS CHANGING	WHAT YOU SHOULD DO	
THE NUMBERS	No official total since 2022. All platforms: ¥1,695bn in 2025 (+14.2% like-for-like, Syntun).	**→ Track your own results with your distributor: daily sales, net margin, new and repeat customers.**	p. 3
THE LENGTH	From a single day in 2009 to a month of promotions in 2026, from 12 October.	**→ Plan everything with your distributor before September: products, price, stock.**	p. 4
THE SHOPPER	Warier shoppers: complaints about unclear prices rose from 14% to 27% (Walkthechat).	**→ Show a clear net price and hold it all year.**	p. 4
THE COMPETITION	Chinese brands are gaining ground: Proya (珀莱雅) topped Tmall beauty sales in 2023 and 2024.	**→ Give a reason to choose you: Chinese content and livestreams.**	p. 4
IMPORTS	Ever more foreign brands on Tmall Global, with France rising. Once proven, origin becomes a showcase.	**→ Get your origin file ready now.**	p. 5

NUMBER OF THE DAY

1 million

brands and over 70 million products at Tmall's 11.11 in 2026, against 27 brands in 2009. For a French brand, being present is no longer enough: shoppers must choose it.

Sources: Alizila (10/2026); IMD, Huanqiu (2009).

WHAT THE 2026 CALENDAR SAYS

JD.com launched its 11.11 on 12 October, with no pre-sale phase. Tmall kept a simplified pre-sale, opening on 15 October, ahead of sales on 20 October. 11 November is now just the peak.

Sources: Alizila (10/2026); Tencent News (10/2026).

01 · THE NUMBERS

No more official figures, but 11.11 still appears to be growing

Launched in 2009 on Taobao Mall (now Tmall) with 27 brands, 11.11 was worth 540.3 billion yuan at Alibaba in 2021. Then platforms stopped publishing their totals.

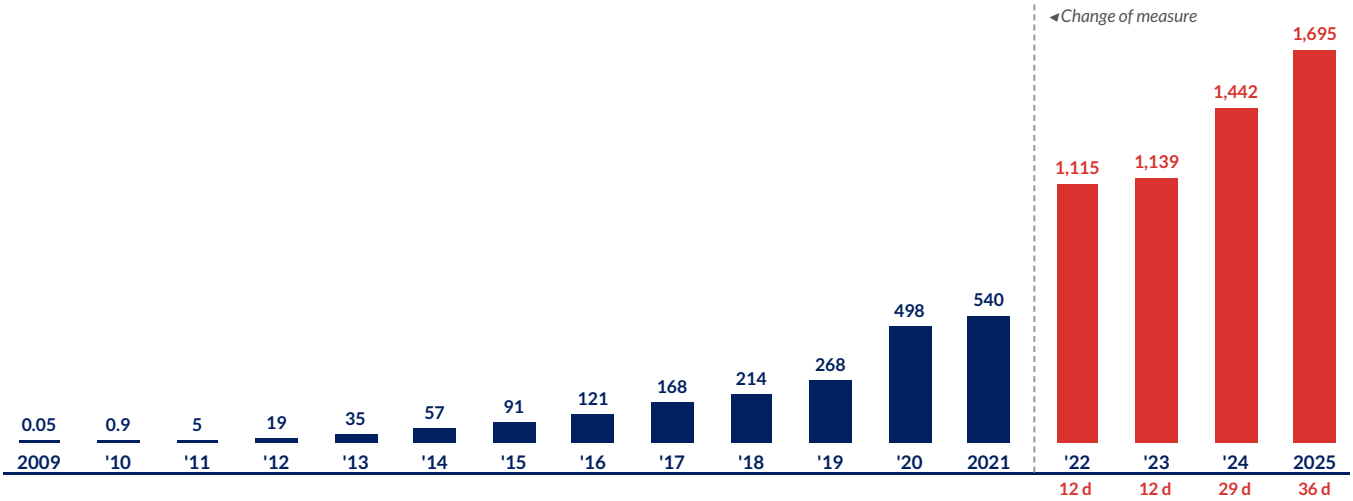
The end of records

In 2021, Alibaba reported ¥540.3bn (≈ $84.5bn), up 8.5%, its slowest growth ever, after +26% in 2020. In 2022, for the first time, neither Alibaba nor JD.com disclosed a total: Alibaba simply said sales were "in line with last year".

An independent measure

Since then, Chinese data firm Syntun has tracked sales across all platforms. Its unaudited estimates show real growth. But the period grows from 12 to 36 days between 2022 and 2025, and the scope widens.

17 YEARS OF 11.11 · SALES IN BILLION YUAN



THE PLATFORMS TMALL 淘宝 Taobao JD.COM 抖音 拼多多 KUAISHOU 小红书 天猫国际 TMALL GLOBAL

Sources: Alibaba, official figures 2009-2021 (one day until 2019, 11 days in 2020-21); Syntun (星图数据), 2022-2025 reports (12-36 days; 2025 incl. instant retail). Not comparable. Logos are the property of their respective owners.

THE LENGTH TRAP

In 2024, according to Bain & Company, the promotion period grew from 11 to 28 days: sales rose 27%, but average sales per day halved.

WHAT IT MEANS FOR YOUR BRAND

Do not judge your 11.11 by platform figures. Agree your own indicators with your distributor: daily sales, net margin after discounts, new customers, repeat purchases.

02 · WHAT HAS CHANGED

Four shifts since 2020

Length, buying behaviour, sales channels and competition: the 11.11 of 2026 has little in common with that of 2019.

1993
Singles' Day at Nanjing University

2009
A one-day sale, 27 brands

2020
11.11 spreads over several days

2026
A month, from 12 October

1. A season rather than a day

Born in 1993 at Nanjing University as "Singles' Day" (the four 1s of the date), 11 November became an online sale day at Alibaba in 2009, which trademarked "双十一" in 2012. Until 2019, most sales happened on that one day. In 2025, the longest 11.11 ever lasted 37 days at JD.com; in 2026, it opened on 12 October.

2. Warier shoppers

According to Bain & Company, the share of excited shoppers fell from 76% in 2021 to 49% in 2024. According to Walkthechat, complaints about unclear prices rose from 14% to 27% in 2025. In 2026, Tmall drops cross-store tiered discounts for direct discounts, and JD.com and Douyin drop deposit-based pre-sales.

3. Content sells

Livestream sales rose from ¥181bn to ¥333bn between 2022 and 2024, nearly a quarter of 11.11 sales. In 2025, instant retail reached ¥67bn (+138%). Top influencers' share of livestream sales fell from 27% in 2022 to 11% in 2025.

49%
of shoppers excited in 2024, versus 76% in 2021 (Bain)

27%
of complaints about unclear prices in 2025, versus 14% (Walkthechat)

¥333bn
in livestream sales in 2024

¥67bn
in instant retail in 2025

4. THE COMPETITION · THE PROYA CASE

In 2023, Proya (珀莱雅) became Tmall's top beauty brand, a first for a Chinese brand in six years. It stayed top in skincare in 2024. In beauty, preference for foreign brands fell from 78% to 37% between 2021 and 2025 (Accenture). This is guochao (国潮, the national wave), Chinese pride in home-grown brands, which held 55.2% of China's cosmetics market by value in 2024.

Sources: Wikipedia; The Paper; Bain & Company (2023-2024); Walkthechat; Lanjing, Tencent News (2026); Syntun; Yicai; CosmeticsDesign-Asia; Jing Daily; Xinhua, Accenture (11-12/2025).

WHAT IT MEANS FOR YOUR BRAND

A clear net price, two or three hero products and videos in Chinese beat a massive discount. Prepare them with your distributor before pre-sales open.

03 · FOREIGN BRANDS

More numerous than ever, and origin becomes a showcase

Cross-border e-commerce is still a way into China without a subsidiary or local entity. And Tmall Global, Alibaba's import platform, puts origin on show.



France's leading skincare and derma brands remain a benchmark in China. Logos: Wikimedia Commons and brand websites, property of their owners.

2,415
new foreign brands joined Tmall Global in 2025

40,000
brands from 110+ countries on the platform

> 1,300
imported brands taking part in 11.11 for the first time in 2026

THE 3 PROOFS CHECKED BY THE ORIGIN PROGRAMME (MAY 2026)

- ☐ A **certificate of origin** issued in the exporting country
- ☐ A **free-circulation** or market-entry certificate
- ☐ **Visual proof** that the product is genuinely sold there (a video on shelf, for example)

France among the fastest-growing origins

In 2025, 2,415 foreign brands opened their first store on Tmall Global. The fastest growth in new brands came from France, New Zealand and Australia. The US, Japan and South Korea still lead by volume.

The "global origin programme"

Over 50 brands take part: badge on the product page, videos shot on site by creators. Over half grew double digits at 11.11 2026.

THE LINK WITH OUR SPECIAL ISSUE NO. 2 (NOVEMBER 2026)

A few days ago we wrote that Made in France is no longer enough in Asia and that brands must tell a story. The 11.11 of 2026 goes further: to benefit, brands must also prove their origin. Once proven, it is a showcase the platform rewards. **Read special issue No. 2 ›**

Sources: Tmall Global (01/2026); Xinhua, Xinhua Finance (11/2026).

WHAT IT MEANS FOR YOUR BRAND

Your French origin is an asset if you can prove it. To join the programme, gather origin and free-circulation certificates and proof of French sales now.

04 · CROSS-CHECK

Longer, more rational, more selective

Consultancies, China specialists and platforms describe the same 11.11, each with its own figures.

Longer

Bain & Company
In 2024, the promotion grew from 11 to 28 days; sales +27%, sales per day halved.

The Paper
In 2025, JD.com's 11.11 lasted 37 days, from 9 October to 14 November.

More rational

McKinsey
+2.3% consumption growth expected in 2025 (17,000 consumers surveyed). For 2026: "Competing on price alone won't work."

Walkthechat
Complaints about complex promotions, the top grievance, rose from 7% to 31%; average discounts stayed at 15-17%.

More selective

Alibaba
In 2025, nearly 600 brands passed ¥100m in sales on Tmall, and 34,091 doubled their revenue.

JD.com
Buyers +40% in 2025, orders ~+60%; sales doubled in Japan, Korea, Singapore, Malaysia, Thailand, Australia.

For scale: China's online sales reached ¥15,972bn in 2025 (+8.6%, National Bureau of Statistics). 11.11 as measured by Syntun accounts for about a tenth of that.

FIRST FIGURES FROM 11.11 2026

124
brands above ¥100m in four hours on Tmall

+64%
merchants launching new products ahead of 11.11

60,000
merchants taking part for the first time

11.11 GOES BEYOND CHINA

For the second year, Taobao runs its 11.11 in 20 markets at once; over 1.2 million Taobao and Tmall merchants also sell abroad. According to Bain, Chinese players already account for up to half of business-to-consumer online sales in Indonesia, Thailand and the Philippines. In Singapore and Malaysia, Taobao delivers with no minimum spend: your price must be consistent across Asia.

Sources: Bain & Company (10/2025); The Paper (10/2025); McKinsey (05/2025, 01/2026); Walkthechat (11/2025); Alibaba, JD.com (11/2025); National Bureau of Statistics (01/2026); Alizila, China Skinny, Xinhua Finance (10-11/2026); Lanjing (09/2026).

WHAT IT MEANS FOR YOUR BRAND

Do not count on 11.11 to make you known. Arrive with a brand that is already visible, a consistent price and at least one new product.

05 · OUR TAKE

11.11 is prepared in June and played in September

Once the sales open, it is too late. Four decisions to take with your distributor, month by month.

WHEN	DECISION	WHO	DELIVERABLE
June	Pick 2 or 3 hero products and a dedicated 11.11 set	**Brand**	*SKU list*
July	Set a written net floor price, in line with Japan, Korea, Hong Kong and Singapore, that funds the discount	**Brand and distributor**	*Signed price grid*
July-August	Secure stock in China, at the distributor or in a bonded warehouse	**Distributor**	*Stock plan*
September	Produce Chinese content and complete the origin file	**Brand and distributor**	*Videos, product pages, 3 proofs*

15 days after 11.11: review results with the distributor (sales per day, net margin, new customers, remaining stock) and start preparing 618.

11.11 no longer rewards the biggest discount, but the best-prepared brand.

YOUR BRAND IN CHINA

618, 11.11 2027: is your brand ready?

A free 30-minute review of your hero products, floor price and origin file. You leave with a preparation calendar tailored to your brand.

Book 30 minutes ›

maxime.defougeroux@bymyfrench.com

Scan to book

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