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## JD.com reports underwhelming 618 shopping behavior

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*Despite sales growth by volume, the company is seeing slowing momentum compared to past years. Image credit: JD.com*

By LUXURY DAILY NEWS SERVICE

Chinese ecommerce giant JD.com has reported a 10.3 percent year-over-year increase in sales for the annual 618 shopping festival, reaching 379.3 yuan, or \$56.6 million at the current exchange rate.

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Despite an increase in sheer volume, this year's growth was much slower than 2021, which saw an increase in sales of 27.7 percent. These numbers reflect how recent lockdowns and health-related restrictions are affecting consumer behavior in one of the world's biggest economies.

### Slowing momentum

Second only to Singles' Day, China's 618 shopping event is one of the country's largest commerce festivals.

Despite the slower-than-usual activity, the company remains optimistic about the value of its supply chain and customer support.

"For the first time, the true value of the supply chain and the society's perception of it is aligned at this year's JD618," said Lijun Xin, CEO at JD Retail, in a statement. "With the whole society's reflection and support, we believe that the entire supply chain industry is facing greater development opportunities ahead and JD is ready to embrace the era of supply chain value."



Shiseido's pre-618 strategy last year focused largely on hosting livestreams and offering steep discounts. Image credit: Shiseido

This year, the company found seven key consumption trends: service quality, new products, omnichannel experiences, sustainability, agricultural products and responsible supply chains.

Amid rising COVID-19 cases earlier this year, Shanghai declared the start of a two-phase lockdown on March 29 in line with China's strict zero-COVID strategy a plan with major global economic implications.

Luxury brands were certainly affected, but having been forced to reorganize digital strategies and accelerate ecommerce offerings over the last several years, they were posed to withstand the lockdowns.

During last year's 618 shopping festival luxury brands leveraged the power of livestreaming and influencers to gain traction ([see story](#)).