

618

# ANNIVERSARY SALE

JD.COM

TRANSACTION VOLUME

**\$19.1bn**

Up more than 50% year on year

## • JUNE 1-18 ANNIVERSARY SALE STATS •

FRESH PRODUCE

500k

2+m



• Thailand black tiger shrimp • Million Hairy Crabs •

## TOP 5 IMPORTED FRESH ITEMS



• Avocados • Zespri Kiwis • Chilean frozen salmon • Australian sirloin • Vietnamese basa fish •

CONSUMER PRODUCTS

1.5bn

20,000 TONS



• BABY

• Infant Diapers • Infant Milk Powder •

FOOD

85m

35m

70m

70m



• Liters of Milk • Liters of Cooking oil • Bottles of Water • Kilograms of Rice •

LOGO

55m

LOGO

• BEAUTY



• Facial masks •

HOUSE HOLD

150m

11m

33,000 TONS

290m



• Sanitary napkins • Toothpaste • Laundry detergent • Toilet rolls •

FASHION PRODUCTS

400,000



Watches

LOGO

LOGO

Columbia

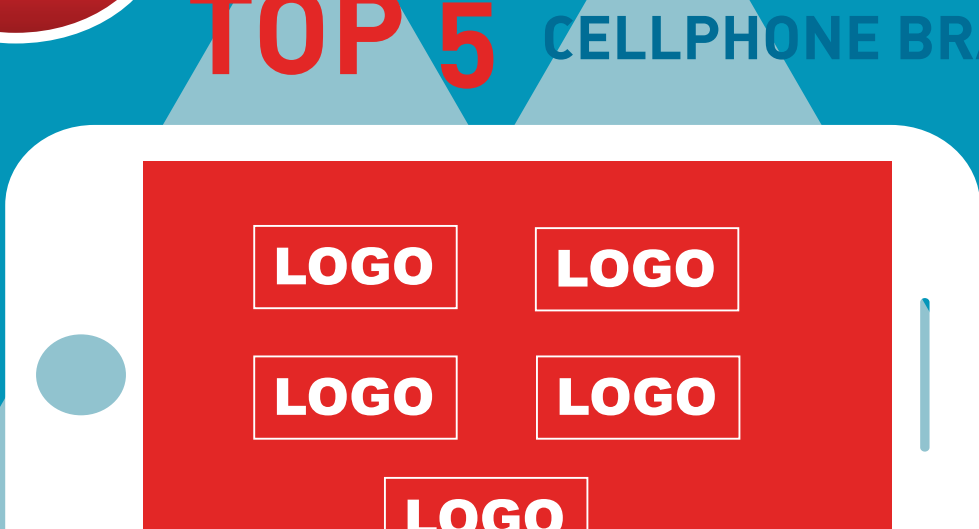


LOGO

LOGO

ELECTRONIC PRODUCTS

## TOP 5 CELLPHONE BRANDS



HOME APPLIANCES

Air Conditioners reached

RMB 500m in 30 minutes



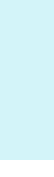
TV's reached

RMB 100m in one minute

Hair Dryers reached



RMB 100m in 60 minutes



150,000 Shavers in 30 minutes



100,000 Shavers in 30 minutes



100,000 Microwave ovens in 60 minutes

OFFLINE STORES

