**JD’s outbound e-commerce platform sees robust sales growth**

by Martin Li

JD.com’s outbound e-commerce platform witnessed sales growth of over 300% in the first half of this year, compared with the same period of last year.

The top five markets leading the growth were the United States, Taiwan, Japan, Canada and Hong Kong, according to internal data from JD Global Sales, which oversees the outbound retail business.



A double-decker with a JD ad in Hong Kong

Among the most popular products sold in the first half of this year were office products like computers, smartphones, books, as well as digital products, food and beverages.

Health care products saw a sales growth of more than 760% during the period, driven by the COVID-19 pandemic.

“JD’s outbound e-commerce platform is committed to connecting Chinese brands with overseas consumers. Overseas consumers can have a care-free online shopping experience thanks to JD’s advantages in supply of authentic products, cross-border logistics, online payment and localized service. Chinese brands can also benefit from these advantages in their overseas expansion,” said Chris Cui, head of JD Global Sales.

In an effort to help Chinese brands develop abroad, JD has put in place measures including subsidies and support in strategy, logistics and traffic.



*Drawing by an overseas child customer titled“JD in my eyes”*

The number of users on the outbound platform increased by 256% in the first half of this year, compared with the same period last year.

“It surprised me when I received my deliveries within the three days after I placed orders on JD. The delivery is free and much faster than local e-commerce platforms,” said a customer in Hong Kong.

Chinese computer brands saw their sales up by five times from June 1st to June 16th, during JD’s annual 618 Grand Promotion, compared with the same period last year.