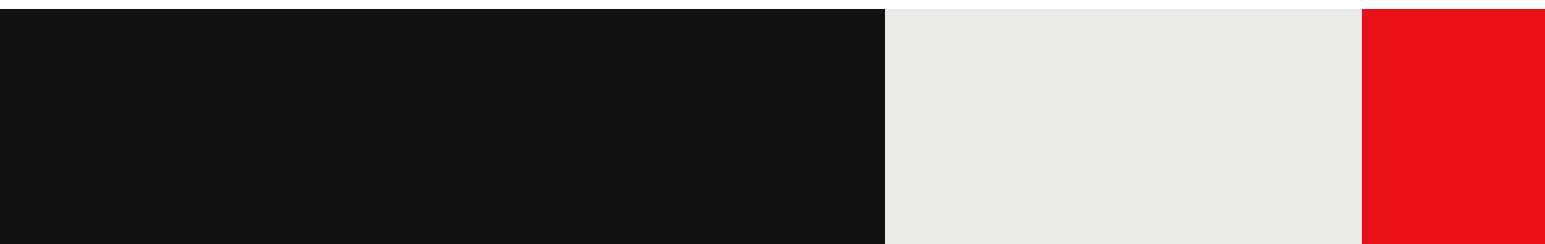


Around the World with ... Holiday shopping in 2021

Audio



On today's one-year anniversary episode of the Around the World show, we look at how holiday shopping this year will be—and won't be—different from last year. Tune in to the discussion as eMarketer principal analyst Bill Fisher hosts senior researcher Man-Chung Cheung and principal analyst at Insider Intelligence Karin von Abrams.

Alibaba and JD.com Singles Day Sales Metrics in China, 2019-2021

billions of Chinese yuan renminbi and % change

	2019	% change	2020	% change	2021	% change
Alibaba	268.4	28.0%	498.2	85.6%	540.3	8.5%
JD.com	204.4	27.9%	271.5	32.8%	349.1	28.6%

Note: *total value of orders settled through Alipay on Alibaba's China retail marketplaces, Kaola.com, Lazada, AliExpress, and new retail and consumer services platforms; **includes presale and normal sales windows

Source: Alibaba and JD.com; Insider Intelligence calculations, Nov 12, 2021

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