



## Pattern sees considerable growth during China's 618 Shopping Festival

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HONG KONG — 29 June 2022 —The 618 Shopping Festival is the second-largest online shopping event in China, and it recently took place from 31 May to 18 June. The event outperformed itself this year as record sales took place, which is a testament to the strength of China's economy. Pattern is delighted to announce the trading results for brands we represent in China from 618.

During the shopping event, Pattern's total GMV in China increased by 290% compared to last year's results. The growth is attributed to our brand partners' line-ups strengthening in the market, as the newly onboarded brands contributed over 50% of Pattern's total GMV during the 618 festival.

Brands that have been trading with Pattern in China for over a year saw significant increases in sales, with an average 85% year-on-year uplift in sales over the period. The highest performing brand achieved a growth of 14-fold.

Despite COVID control measures in some major Chinese cities during the period, the country still saw steady growth in its online retail sector. For example, JD.com reported [a total transaction volume of RMB 379.3 billion](#) (approximately USD 57 billion) for its 618 campaign this year, beating its own record again with a 10.3% YoY growth. This result echoes our latest polling research in the China market, which found 67% of Chinese shoppers saying they will spend more online in 2022.

Pattern China Country Manager Sharon Gai commented: "We are proud to see the strong result we delivered at the 618 festival this year, which shows the synergy between our business model and the brands we represent in China."

She added: "With our local team's knowledge of China's unique ecommerce ecosystem, we help the Western brands we represent to prepare for the shopping festivals, maximising their profile through a mixture of on-platform advertising and off-platform demand-generation and brand awareness campaigns."The 618 [Shopping Festival](#) closely follows the size and extent of Double 11, which is the biggest 24-hour [online shopping festival](#) in the world, originating in China.

Initiated by JD.com, the 618 festival now has all key [Chinese ecommerce](#) players' participation, including Alibaba, PDD and Douyin (TikTok), all of which launch large-scale promotional activities and discounts throughout the event. According to a [research](#) study, the GMV of major ecommerce platforms in China during the 618 festival this year reached RMB 695.9 billion (approximately USD 104 billion).

If you would like more information on how we partner with brands to represent them on online marketplaces in China and around the world, please [contact us](#).