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The **BIGGEST** consumer brand of cross-border business  
中国最大的跨境业务消费者品牌

**BUILD** your brand awareness via co-branding campaigns  
跨界联合营销打造你的品牌知名度

**BOOM** your brand business via sufficient marketing resource  
丰富的营销资源助力你的品牌爆发



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TMALL GLOBAL  
天猫国际

The **BIGGEST** consumer brand of cross-border business

中国最大的跨境业务消费者品牌



# TMALL Global, leading the oversea shopping demand the No.1 platform of brands & consumers

天猫国际：跨境进口消费造风者，消费者&品牌跨境交易首选平台



“进口类商品”  
网购平台第一提及率

消费者首选  
1st Choice in Consumer Mind



连续73个月  
海关申报数据领先

市场份额领先  
Leader of Imported Goods Market



海外商家入驻速度  
翻3倍

海外品牌首选  
Outbreak of Overseas Brands



# TMALL Global, leading the oversea shopping demand among Chinese consumers

## 天猫国际：引领中国消费者的全球购物需求

Imported Goods Consumption Becomes a Larger Trend  
进口消费成为大趋势



### 品类

Niche Categories

个性化，大市场



### 年龄

Getting Younger

00后/95后跨境消费新生代



### 人群

From Cities to Rural

小镇青年消费升级



### 城市

From Coastal to Inland

内陆城市进口消费崛起



# TMALL Global, leading the oversea shopping demand among Chinese consumers

天猫国际：引领中国消费者的全球购物需求

进口新品首发  
New-launched Products

120,000+

首次入华品牌增速  
Growth in number of new brands

300%

首店经济  
GMV from Brands first on D11

76个百万品牌

Brands first on D11  
GMV OVER 1MILLION RMB

千万品牌  
Overseas brands over RMB10 Million  
(US\$1.5Million)

155



Alibaba Group  
阿里巴巴集团



2021 Tmall Global  
New Seller Summit

# GATEWAY TO CHINA

2021天猫国际全球云上招商峰会  
2021 Tmall Global New Seller Summit

