



Interesting facts



A decade ago, November 11th was an ironic cultural “celebration” of single people in China. In 2009, retailer Alibaba turned the day into the country’s version of Black Friday – and eight years later, sales from the Chinese e-commerce’s one-day event has nearly doubled those from Black Friday and Cyber Monday in the US combined.

Alibaba reported that sales from Singles’ Day reached U\$D30.8 billion dollars in 24-hours, a 40 percent jump from last year’s figures.

Brazilian e-commerce reached R\$60 billion reais in 2017, therefore only half of China’s figures. In 2018 it is expected to raise about 18%.

Just like US versions of the shopping holidays, Alibaba offered discounts on a variety of goods from household items, clothing, electronic devices, to beauty products.