**Singles' Day Is Introducing New Shopping Experiences in China**

Every year, Singles’ Day (also known as 11/11) gets bigger—both in terms of sales and reach. In 2019, the day's gross merchandise volume (GMV) across platforms in China reached RMB410 billion ($59.34 billion), according to Bain & Company.

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[***https://www.emarketer.com/content/more-than-just-deals-singles-day-introducing-new-shopping-experiences-china?ecid=NL1001***](https://www.emarketer.com/content/more-than-just-deals-singles-day-introducing-new-shopping-experiences-china?ecid=NL1001)

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