

China Online Consumer Brand Index (2023-2025Q2)

August 20, 2025

National School of Development, Peking University

Institute of Digital Finance, Peking University

Business School, Sun Yat-sen University

Alibaba's Taobao and Tmall Group

CBI Project:

Yang Ji Yiping Huang¹

For access to the full report and its attachments, please visit:

<https://en.nsd.pku.edu.cn/publications/cbi2025/index.htm>

¹ The CBI project received invaluable support and assistance from the National School of Development at Peking University, the Institute of Digital Finance at Peking University, the Business School of Sun Yat-sen University, and Alibaba's Taobao and Tmall Group. We express our heartfelt gratitude to these institutions for their generous contributions. We are especially grateful to Fang Cai, Xianchun Xu, Bin Zhang, Xiangshuai, Zhiheng Luo, Feng Guo, Yan Shen, Jun Pang, and Peng Wang for their insightful suggestions, which greatly improved this work. It is important to note that the views expressed in this index do not represent those of the National School of Development at Peking University, the Institute of Digital Finance at Peking University, the Business School of Sun Yat-sen University, and Alibaba's Taobao and Tmall Group. Any errors or omissions are the sole responsibility of the CBI research team.

Non-technical Summary	2
1. Background and Motivation.....	1
2. Brand Rating and Index Construction.....	3
2.1 Data Source and Industry Classification	3
2.2 Indicators and Weighting Methodology	5
3. Brand Indices and Ranking Analysis	7
3.1 Trend Analysis.....	7
3.2 Industry Comparison and Regional Analysis	9
3.3 Top Brands Analysis.....	11
4. Conclusion	12

Non-technical Summary

Encouraging innovation and healthy competition is essential for achieving high-quality development. Yet traditional macroeconomic indicators tend to focus heavily on quantity and price, leaving “quality” difficult to quantify. With boosting consumer spending now a top economic priority, the “China Online Consumer Brand Index” (CBI) featured in this report tracks changes in consumption quality. It complements traditional macroeconomic metrics like total retail sales and the consumer price index (CPI), providing valuable insights to guide brand development and business strategies in the China market.

As the world’s largest online retail market, China’s e-commerce sector not only offers new opportunities for brand development but also serves as a valuable foundation for macroeconomic analysis. In this context, this report makes two key contributions: the introduction of the first online consumption index focused on high-quality development and a brand rating system fully derived from consumers’ actual purchasing behavior. These features are characterized as follows:

- (1) Big Data-Driven Analysis: The index leverages big data to integrate multi-dimensional information across industries, regions, and other aspects on a leading e-commerce platform. It includes key indicators such as search volume, sales, pricing, and consumer reviews, covering tens of millions of brands and nearly one billion active users.

(2) Benchmarking the Consumer Price Index (CPI): The index provides a Consumer Brand Index (CBI) at the national level, broken down by industry and on a quarterly basis. This facilitates synchronized observation of both quantity and price trends.

(3) Regional and Industry-Specific Insights: Beyond the national index, the report includes detailed industry-specific indices for each prefecture-level city, enabling the tracking of consumption quality and industrial upgrading across time, region, and industry dimensions.

(4) Top 500 Online Consumer Brands List (CBI500): The report introduces the CBI500, a ranking of the top 500 brands, designed to guide and promote the high-quality development of online consumption in China.

(5) Dual Indices with CBI and BPI: Alongside the CBI, the report features the Brand Purchase Index (BPI), which provides an additional perspective on brand consumption by measuring both average quality and overall purchasing power.

This index comprehensively measures consumption quality and brand equity based on underlying metrics such as sales, prices, search volume, and customer reviews. The index is constructed as follows: Several indicators are selected from the available data based on brand equity models and machine learning methods. These indicators are then aggregated into a score for each brand, with weights determined through expert evaluations and the coefficient of variation method. As higher scores generally serve as an indicator of better quality, we calculate various indices to approximate consumption quality. To calculate the Consumer Brand Index (CBI), the average score for a "basket" of consumer brands is taken; a higher average score reflects higher overall quality. Similarly, the Brand Purchase Index (BPI) is obtained by summing the total scores of brands in the basket, where a higher total score indicates stronger purchasing power.

Based on the series of indices and top brand list, this report finds that:

First, the CBI continued to rise this quarter, increasing from 63.38 in Q1 2025 to 65.21 in Q2 2025, a 9.7% growth compared to the 2023 baseline. This reflects a growing preference among Chinese consumers for high-quality branded products over generic goods, especially during shopping festivals. Even after accounting for the impact of the 6.18 Shopping Festival, a year-over-year comparison with Q2 2024 shows a 2.21% increase in the CBI, highlighting the ongoing trend of online consumption upgrades since 2023.

Second, industries such as home appliances, food, and home furnishing & decos experienced significant growth, driven by seasonal trends and government subsidies. Regionally, Hangzhou, Wuhan, and Nanjing ranked in the national top ten in both the CBI and CPI, highlighting the growth potential of these emerging first-tier cities.

Third, the brand rankings this quarter were influenced by summer consumption trends, industry transformations, and government subsidies. Brands like electric fan brand Airmate (艾美特) and traditional festival food brand Wufangzhai (五芳斋) rose in the rankings, while other notable climbers came from industries such as youth-focused liquor brands, lightweight and smart electric vehicle brands, and home improvement & furniture brands newly supported by government subsidies. This quarter, we also conducted a special study on the Fast-Moving Consumer Goods Top 50 Emerging Brands List, which showcases the top 50 emerging brands in the FMCG sector. These rising brands stood out for their ability to combine functionality with emotional appeal, delivering both practical benefits and a sense of personal satisfaction. Many of them focus on niche scenarios and specialized categories. Please note that the results and analysis of the Fast-Moving Consumer Goods Top 50 Emerging Brands List are only available in the full Chinese version of the full report.

While this report primarily examines some basic characteristics of the indices, the greater value lies in its potential to facilitate deeper analyses through integration with other economic and social indicators. We welcome individuals and organizations from all sectors to utilize this index. The complete dataset is available for free and can be requested from the research team via email at cbi_pku@163.com. If you use this data, please cite it as follows: “**China Online Consumer Brand Index (CBI)**”, and reference the source: Yang Ji, Yiping Huang, *China Online Consumer Brand Index: 2023-2025Q2*, August 2025, National School of Development Series Report, Peking University.

1. Background and Motivation

Encouraging innovation and healthy competition is essential for achieving high-quality development. To transition from price-based competition to quality-based competition, both market consensus and effective macroeconomic monitoring are needed. However, traditional macroeconomic indicator systems primarily focus on quantity and price, with little emphasis on “quality.” For example, the commonly used indicators for consumer spending only include a quantity metric (total retail sales) and a price metric (consumer price index), without any measure of consumption “quality.”

This report will release the first series of consumption indices and brand rankings focused on high-quality development, specifically including the following three components:

(1) China Online Consumer Brand Index (CBI): This captures the average consumption quality levels across different product categories in prefecture-level cities.

(2) China Online Brand Purchase Index (BPI): This highlights the relative purchasing power for top-rated brands across prefecture-level cities.

(3) China Top 500 Online Consumer Brands List (CBI500): This ranks the top 500 online consumer brands entirely based on actual consumer purchasing behaviors, intending to guide brand development and promote healthy competition in the e-commerce market.

The series of indices has the following features:

Big Data-Driven Metrics: The indices leverage multidimensional metrics from China’s leading e-commerce platforms, covering approximately one billion active users and offering comprehensive insights into online consumption.

Dynamic Tracking of Consumption Quality: The indices monitor changes in the quality of consumption in China, supporting macroeconomic analysis with full coverage of quantity, price, and quality dimensions.

Detailed Regional and Industry Insights: In addition to quarterly updates, the indices offer in-depth insights through region- and industry-specific breakdowns, enabling the tracking of consumption trends and industrial upgrading across time, regions, and industries.

Top 500 Online Consumer Brands List (CBI500): The report includes the release of the

CBI500, a ranking of the top 500 brands, aimed at guiding and fostering the high-quality development of online consumption in China. This quarter, a special study of the Fast-Moving Consumer Goods Top 50 Emerging Brands List, has been added. It focuses on analyzing new brands with more recent founding years, rapid growth, and demonstrated innovation capabilities.

Dual Indices with CBI and BPI: The report introduces two complementary indices: the Consumer Brand Index (CBI) and the Brand Purchase Index (BPI). The CBI measures the average consumption quality in a region, while the BPI highlights a region's overall purchasing power for high-rated brands. Together, they offer a multidimensional view of brand consumption patterns and trends.

This index comprehensively measures consumption quality and brand equity based on underlying metrics such as sales, prices, search volume, and customer reviews. The index is constructed as follows: Several indicators are selected from the available data based on brand equity models and machine learning methods. These indicators are then aggregated into a score for each brand, with weights determined through expert evaluations and the coefficient of variation method. As higher scores generally serve as an indicator of better quality, we calculate various indices to approximate consumption quality. To calculate the Consumer Brand Index (CBI), the average score for a “basket” of consumer brands is taken; a higher average score reflects higher overall quality. Similarly, the Brand Purchase Index (BPI) is obtained by summing the total scores of brands in the basket, where a higher total score indicates stronger purchasing power. By limiting the “basket” of brands to specific time frames, product categories, or regions, it becomes possible to generate indexes for particular time frames \times product categories \times region combinations. At the same time, we rank brands based on their scores to produce the Top 500 Online Consumer Brands List (CBI500). It is important to note that online and on-site markets differ in sales volumes across industries, making it difficult to rely solely on online consumption data for unbiased insights into the overall consumer market in terms of “quantity” and “price.” However, when it comes to brand sales channels and product quality, nearly all major brands now have online stores, and the quality of products sold online is largely comparable to those sold in on-site markets. This makes online market data a reliable representation of “quality” in the broader consumption landscape.

The indexes and rankings in this report are rooted in China's rapidly growing digital economy,

contributing in three key ways. First, by leveraging consumer big data, the report provides a detailed perspective on quality dimensions, serving as a strong supplement to macro-level monitoring. Second, the rise of the digital economy has given birth to new brand development strategies, and this report adopts innovative brand evaluation methods to align with these changes. Third, as the digital economy faces concerns about a race to the bottom on pricing, this report helps promote healthy competition by shifting the focus toward quality-driven growth.

The first report provided a detailed introduction to the principles of index construction, the indicator system, and calculation methods, along with an initial analysis of the index and rankings. This report will sequentially demonstrate the basic characteristics of the index and rankings in 2025Q2. The appendix includes the top 100 names from the “Global Top 500 Online Consumer Brands in China” list, and the corresponding indexes for various industries. Due to space limitations, detailed data for the CBI500 can be downloaded as attachments from the website. For detailed data on subindexes for prefecture-level cities, as well as regional × industry indexes, please request them via email cbi_pku@163.com.

2. Brand Rating and Index Construction

2.1 Data Source and Industry Classification

The underlying data comes from Alibaba’s Taobao and Tmall platforms. As one of China’s earliest e-commerce platforms, Taobao and Tmall have become cornerstone platforms for both domestic and international brands to establish self-operated stores. With over 900 million monthly active users, the platform encompasses nearly the entire online shopping user base in China.² Its user base is not only large but also widely distributed across different regions. While Taobao and Tmall do not represent the entire online retail market, they stand out as the most suitable option due to their data availability, consistency in metrics, and strong representation of brands.

To align with the platform’s internal classifications, CPI industry classifications, and categorizations from multiple mainstream micro-level household surveys, we adopt the

² Xinhua News: China’s Internet Users Surpass 1.1 Billion, As of December 2024, the number of online shopping users in China has reached 974 million (新华网,《我国网民规模突破 11 亿》,截至 2024 年 12 月,我国网络购物用户规模达 9.74 亿人), <https://www.news.cn/tech/20250121/90a851cebbba244f5989055a8b6957e4f/c.html>, accessed on April, 16th, 2025.

classification system shown in Table 1. This system includes 8 primary categories, 22 secondary categories, and 14 overarching categories specifically used for the brand list.

The primary categories are aligned with CPI industry classifications, while the secondary categories are primarily based on the industry classifications used by the e-commerce platform. The relationship between these two levels of categories has been mapped according to the “Classification of Household Consumption Expenditures” published by the National Bureau of Statistics in China.

In addition, based on public perception and the cross-industry operations of certain brands, we have also provided overarching categories for the brand list. If multiple brands operate across industries within secondary categories, they are marked under the overarching category on the list, without further subdivision. Categories such as “household items” and “3C digital” exhibit these characteristics. In the subsequent index compilation, the 22 secondary industry categories will serve as the primary basis for the industry classification in this report. We will also provide detailed indices for each quarter, covering different regions and industries, to serve as a reference for research and analysis by various stakeholders.

Table 1 Industry Classification

Primary Categories (Based on CPI Industry Classifications)	Secondary Categories (Based on Platform Industry Classifications)	Overarching Categories (For Brand List)
Food	Food	Food
Fashion	Sports & Outdoors	Sports & Outdoors + Fashion
	Fashion (Women’s Wear) (Excluding Sports & Outdoors)	
	Fashion (Men’s Wear) (Excluding Sports & Outdoors)	
	Fashion (Others) (Excluding Sports & Outdoors)	
Housing	Renovation Materials	Home Furnishing & Home Decos
Household Essentials & Services	Home Furnishing & Home Decos	
	Home Appliances	Home Appliances
	Household Textiles	Household Items
	Personal Care	
	Cleaning Products	
	Transportation & Communications	Beauty
Transportation		Transportation
Culture & Entertainment	3C Communications	3C Digital
	3C Smart Devices	

	3C Culture & Education	
	Collectible	Collectible
	Flowers & Gardening	Flowers & Gardening
	Office & School Supplies (Non-electronic)	Office & School Supplies
	Pet Care	Pet Care
Medical & Healthcare	Medical & Healthcare	Medical/healthcare/nutritional products
Others	Jewelry & Accessories	Jewelry & Accessories

2.2 Indicators and Weighting Methodology

In the brand evaluation process, this study builds upon Aaker’s (1991) Brand Equity model and incorporates a focus on emerging brands. The evaluation framework centers on four key dimensions: Brand Awareness, Brand Novelty, Customer Loyalty, and Customer Satisfaction. These dimensions were selected based on the availability of e-commerce platform data, feasibility of data processing, and the need for timely monitoring of emerging brands. The relative weights of the four dimensions were determined using the Delphi expert scoring method (Linstone & Turoff, 1975), and the final weights were established as follows: Brand Awareness (32.5%), Brand Novelty (27.5%), Customer Loyalty (22.5%), and Customer Satisfaction (17.5%). Within each dimension, specific metrics were identified by leveraging extensive online consumer big data. A combination of survey interviews and machine learning methods was used to select metrics with strong predictive and explanatory power for defining “high-quality brands.” The relative weights of these metrics within each dimension were calculated using the coefficient of variation method, which assigns higher weights to metrics with greater relative variability, as they are considered to provide more valuable information. Starting this quarter, the data framework for the Taobao and Tmall platforms, which has been in use for many years, is undergoing an update. As a result, the availability of data is expected to change gradually. However, since the updates to the metrics are not yet complete, the scoring system and metrics for this quarter remain unchanged. For further details, please refer to Table 2.

Table 2 Brand Scoring Dimensions and Corresponding Indicators

Dimension	Indicator	Definition
Brand Awareness (32.5%)	Brand keyword search volume	The average daily number of unique visitors searching for brand keywords (during the quarter, excluding duplicate searches by the same users).

	Gross merchandise value	The average daily transaction value of the brand's products completed via e-commerce platforms during the quarter.
	Total buyers	The average daily number of buyers completing transactions for the brand's products on e-commerce platforms during the quarter.
Brand Novelty (27.5%)	Smoothed gross merchandise value of new products	The average daily transaction value of new products launched by the brand during the quarter, completed via e-commerce platforms. To reduce volatility caused by brands' varying quarterly launch preferences, this metric averages the current and previous quarter's data.
	Growth rate of buyers aged 18-24	The quarterly growth rate in the number of buyers aged 18-24 among the brand's transaction users.
	Growth rate of gross merchandise value	The quarterly growth rate of the brand's total transaction value.
Customer Loyalty (22.5%)	Price per customer	The average transaction value per customer for the brand during the quarter.
	Members' gross merchandise value	The average daily transaction value of the brand's store members during the quarter.
	Returning customers' gross merchandise value	The average daily transaction value during the quarter of customers who made purchases from the brand in the previous quarter.
Customer Satisfaction (17.5%)	Logistics rating	The average logistics rating for products sold in the brand's store during the quarter.
	Quality rating	The average rating for product quality (matching product description) in the brand's stores during the quarter.
	Store reviews	The positive review rate for the brand's stores during the quarter.

For the above metrics, we first normalize the values of different metrics within each industry and then weight them to calculate a total score. Each brand's score within an industry is standardized to a range of 0 to 100, which constitutes the Brand Score. Then, the Consumer Brand Index (CBI) is calculated by using a basket of consumer brands within each region and industry; the Brand Purchase Index (BPI) is obtained by summing the total Brand Score of all brands and expressing it as a proportion of the national total; and regional and national indexes are calculated by applying industry-specific CPI weights or regional GDP weights, resulting in the regional total index, industry total index, and national total index. For the construction of rankings, to address issues related to cross-industry operations and comparisons, each brand's score is multiplied by its normalized sales volume (GMV), resulting in the final total score for the rankings. Detailed explanations of this process can be found in the main text of the first report. With the optimization of the Taobao and Tmall platforms' metric system, future adjustments to the metrics may lead to slight changes in the relative rankings of brands. However, since all brands' scores are standardized

to a range of 0 to 100 during the index calculation process, these relative ranking changes will have minimal impact on the overall index.

3. Brand Indices and Ranking Analysis

3.1 Trend Analysis

The Consumer Brand Index (CBI) continued to grow this quarter, increasing from 63.38 in Q1 2025 to 65.21 in Q2 2025, reflecting a rise of approximately 2 points in the average brand score nationwide. As noted in the first report, the CBI data for 2023, 2024, and 2025 exhibits clear seasonal fluctuations, with higher values typically observed in the second and fourth quarters, while the first and third quarters tend to be relatively lower. This pattern indicates that during quarters associated with shopping festivals, such as the “6.18 Shopping Festival” in Q2 and the “11.11 Global Shopping Festival” in Q4, consumers are more inclined to choose high-quality brands over low-cost generic products. The relative increase in brand consumption during these shopping festivals can primarily be attributed to two factors. First, over the past decade, consumers have developed stable expectations about the timing of shopping festivals. Most premium brands tend to moderately lower their prices during these periods and revert to their original pricing structures afterward. This ensures that the temporary price adjustments during the festivals do not create negative perceptions of “continuous discounts,” allowing consumers to maintain consistent recognition of product quality and brand image. As a result, rational consumers are motivated to fulfill their demand during these events, objectively leading to an increase in brand consumption. Second, since 2019, China’s per capita GDP has exceeded \$10,000 for five consecutive years, marking the transition from an “upper-middle-income country” to a “high-income country.” International experience suggests that this transitional phase is often accompanied by higher consumption rates and an upgrade in consumption quality.³ Consequently, during shopping festivals, although promotional discounts apply to unbranded goods, low-tier brands, and high-quality brands alike, the relative sales growth of premium brands tends to be higher. This aligns with the characteristics of China’s current

³ Fang Cai, August 8 2025, Patterns in Consumption Rate and the Implications of Consumer Brand Index (蔡昉, 2025年8月8日,《消费率的演变特征与品牌指数研究的启示》), <https://nsd.pku.edu.cn/sylm/gd/index.htm>.

development stage. Additionally, since 2020, e-commerce shopping festivals have gradually expanded to include both online and offline brand promotions. This development has made the “relative increase in high-quality brand consumption” a distinguishing feature of Q2 as a whole.⁴

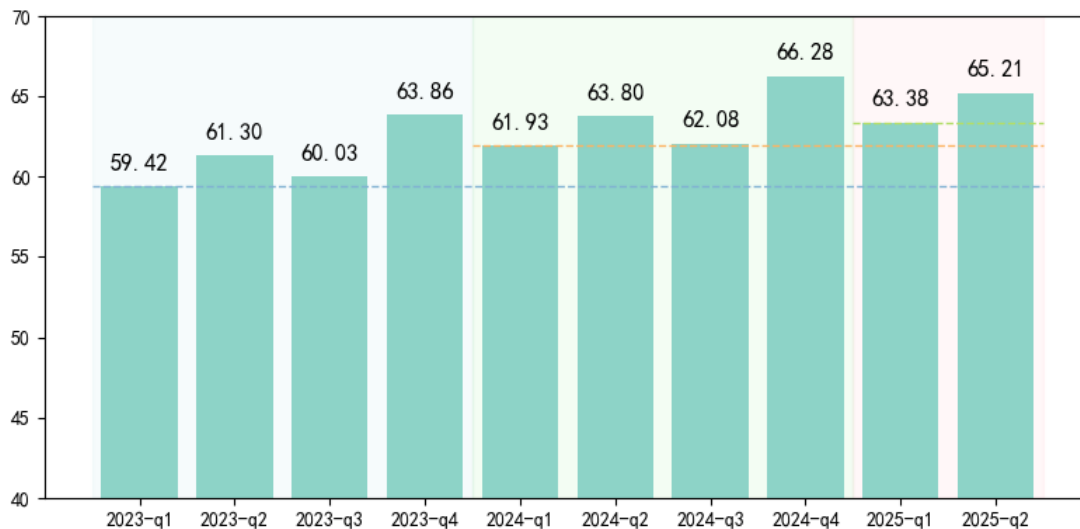


Figure 1 China’s Online Consumer Brand Index (CBI) (2023Q1 –2025Q2)

To account for the influence of the 6.18 Shopping Festival on Q2 data, a comparison with Q2 2024 shows that the CBI grew by 2.21% year-over-year, continuing the upward trend in brand consumption observed since 2023. If the starting period of the first report, Q1 2023, is set as the base period with a base index value of 100, subsequent periods can be calculated relative to this base index. Based on this adjustment, the CBI for Q2 2025 increased by 9.7% compared to the base period.

⁴ June 23 2020, 6.18 Insights on Consumption: Nationwide Shopping Drives Growth, Online and Offline Efforts Boost Economic Recovery (人民网, 2020年6月23日, 《618看消费: 全民购物促增长 线上线下助经济复苏》), https://www.ndrc.gov.cn/xwdt/gdzt/szhzxhbx/d/yjyj/202006/t20200623_1231825.html.

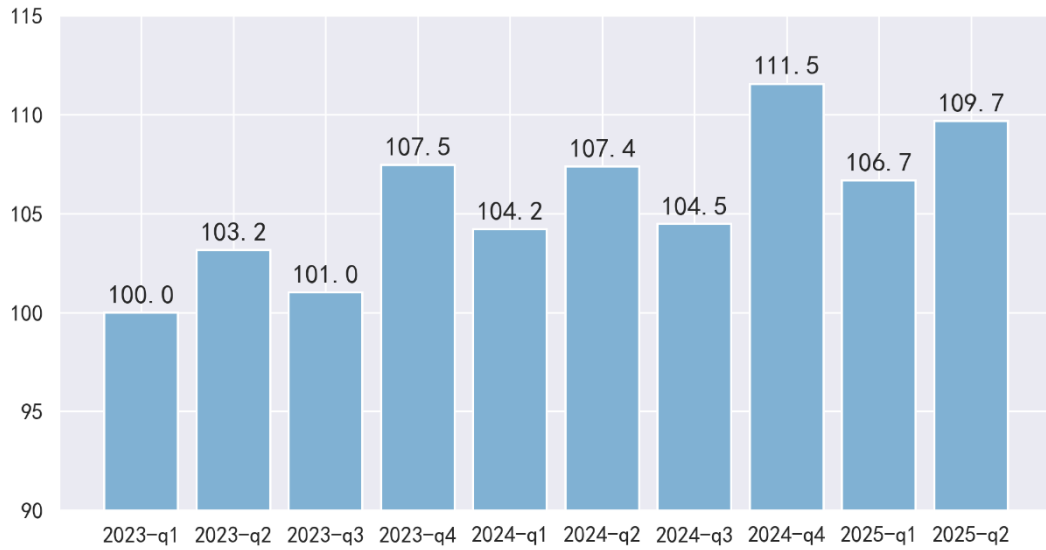


Figure 1 CBI (Using Q1 2023 as the Base Period, Base Index = 100)

3.2 Industry Comparison and Regional Analysis

The CBI shows significant differences across industry categories. A higher CBI indicates a greater concentration of sales among leading brands and fewer unbranded products, while a lower CBI suggests an opportunity for brands to enter and compete. When an industry’s CBI shows an upward trend, it signals either the gradual formation of leading brands or sales consolidation among existing leading brands.

Consistent with Q1, the industries with the highest CBI values remain 3C digital products, home appliances, beauty products, and sports & outdoors. In these industries, consumers demand higher product quality and functionality and demonstrate strong brand awareness. Notable quarter-on-quarter CBI growth was observed in home appliances, food, and home furnishing & decos. The strong growth in the home appliance industry is largely attributed to government subsidies and the 6.18 Shopping Festival, although its year-on-year growth has been less significant. The food industry saw significant growth in Q2, driven by traditional holidays such as the Qingming Festival and Dragon Boat Festival. These holidays boosted sales of festive foods like green rice balls and rice dumplings, with brands such as Wufangzhai(五芳斋) standing out in this category. The growth in the home furnishing & decor industry has been supported by the continued positive impact of improved logistics on the consumption of large items, as well as ongoing innovation from leading brands. For instance, YESWOOD (源氏木语) has introduced solid wood furniture designed to meet

specific consumer needs. Their innovations include solid wood beds with built-in power outlets for convenient bedtime charging and height-adjustable solid wood desks for standing workstations. By combining “solid wood quality” with “convenience and self-care,” the brand has gained widespread recognition from consumers.

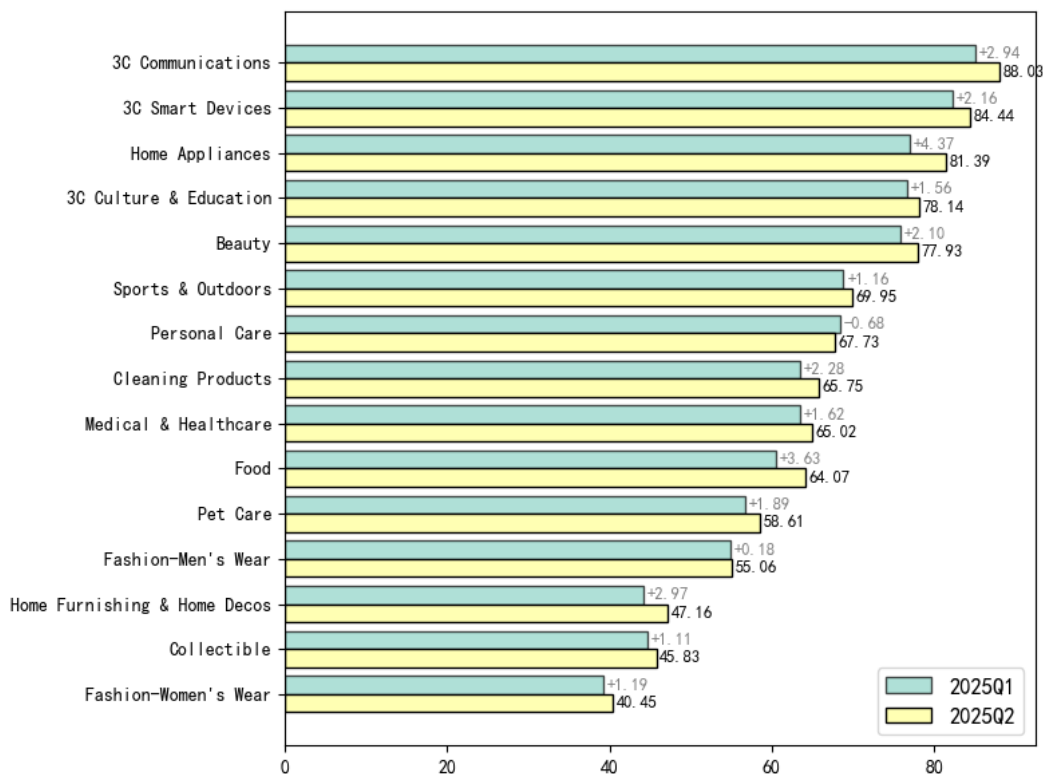


Figure 3 Comparison of CBI by Industry Category

In regional rankings, the top ten cities in the Consumer Brand Index (CBI) are mostly second- and third-tier cities, including Hefei (Anhui Province), Huai’an (Jiangsu Province), Zhengzhou (Henan Province), and Nanchang (Jiangxi Province). However, new first-tier cities like Nanjing, Hangzhou, and Wuhan stood out in Q2 with higher average consumption quality. For the Brand Purchase Index (BPI), first-tier cities such as Beijing, Shanghai, Guangzhou, and Shenzhen continue to dominate the top spots, while the rest of the top ten are primarily new first-tier cities. Notably, Hangzhou, Wuhan, and Nanjing ranked in the national top ten for both CBI and BPI, showcasing the growth potential of new first-tier cities.

Table 3 Top Ten Cities in the Brand Index Series

Newest: 2025Q2	Comparison: 2025Q1
----------------	--------------------

CBI Top 10 (Q2 2025)	BPI Top 10 (Q2 2025)	CBI Top 10 (Q1 2025)	BPI Top 10 (Q1 2025)
Hefei	Shanghai	Hefei	Shanghai
Zhengzhou	Beijing	Zhengzhou	Beijing
Nanjing	Hangzhou	Huai'an	Hangzhou
Nanchang	Shenzhen	Nanchang	Guangzhou
Huai'an	Guangzhou	Nanjing	Shenzhen
Hangzhou	Chengdu	Zhoukou	Chengdu
Wuhan	Suzhou	HuaiBei	Suzhou
Linyi	Chongqing	Yancheng	Chongqing
HuaiBei	Wuhan	Kaifeng	Wuhan
Zhoukou	Nanjing	Linyi	Nanjing

3.3 Top Brands Analysis

The top five brands in the rankings are Apple, Midea(美的), Xiaomi(小米), Haier(海尔), and Huawei(华为). Midea and Haier, benefiting from strong summer air conditioner sales, moved up from fourth and fifth place in Q1 to second and fourth place in Q2. Xiaomi, with its multi-industry operations including smart home products like air conditioners, maintained its third-place position from the previous quarter.

Among the top 1,000 brands, 684 are domestic (including brands from Hong Kong, Macau, and Taiwan), and 316 are international, maintaining the approximately 70/30 ratio seen in Q1. This balance highlights China's consumer market as a strong draw for both domestic and global brands. The top five cities for brand origins remain Shanghai, Hangzhou, Shenzhen, Guangzhou, and Beijing, consistent with Q1 rankings.

Summer consumption had a significant impact in Q2, with brands like Beneunder(蕉下), Ulike, and Crocs experiencing notable growth. Beneunder, specializing in sun-protective clothing and umbrellas, Ulike, known for hair removal and beauty devices, and Crocs, famous for its clogs, climbed from 99th, 208th, and 371st in Q1 to 20th, 42nd, and 58th in Q2, respectively. Seasonal brands such as Coca-Cola and Liushen(六神) also saw significant growth, while the long-standing Chinese fan brand Diamond(钻石牌) entered the top 500 in Q2.

Other fast-growing brands fall into three main categories: lightweight and smart electric vehicle brands, liquor brands, and home furnishing brands. The electric vehicle industry is shifting

from localized operations to a unified national market, focusing on standardization and smart technologies. With the rise of smart mobility and the rapid growth of instant commerce and food delivery services, demand for two-wheel electric vehicles has surged. Key trends include lightweight designs, extended battery life, and smart features. For instance, ZEEHO(极核) uses hollow frames for lighter models, while Luyuan(绿源) incorporates "liquid-cooled batteries." In terms of smart features, Niu(小牛电动) integrates IoT technology with mobile apps to monitor vehicle status, and both ZEEHO and Luyuan have introduced voice command systems, steadily advancing AI-assisted driving.

In the liquor industry, brands like JianNanChun Chiew(剑南春) and Luzhou Laojiao(泸州老窖) have performed exceptionally well in attracting younger buyers, particularly in the 18-24 age group, resulting in significant ranking improvements. This success aligns with the industry's shift toward lower-alcohol products and a younger demographic. JianNanChun Chiew's Crystal Sword series(水晶剑) and Luzhou Laojiao's National Cellar 1573 (国窖 1573) series both offer 38-degree low-alcohol options, catering to younger consumers and women.

In the home furnishing sector, YESWOOD rose from 22nd in Q1 to 8th in Q2, while home improvement brands like Skshu Paint(三棵树) and Dongpeng Tiles(东鹏瓷砖) also saw significant growth. This momentum is largely driven by expanded government subsidies and the 6.18 Shopping Festival. In January 2025, the Ministry of Commerce and five other departments issued a notice promoting home improvement and kitchen renovations, with subsidies for materials, furniture, and lighting. Provincial and municipal governments quickly followed with similar policies, and platforms launched campaigns like Suning's "Kitchen and Bathroom Renovation Festival," JD's "Super Subsidy Day," and Tmall's "Miaozhu" home improvement channel. Skshu Paint and Dongpeng Tiles capitalized on this by establishing efficient online and offline subsidy redemption systems, leveraging government support to boost their growth.

4. Conclusion

The China Online Consumer Brand Index series report uses data from Alibaba's Taobao and Tmall Group to create indices and rankings across regions, industries, and quarters. The series includes two main indices: First, Consumer Brand Index (CBI): An average metric that measures

the average scores of brands purchased by consumers in specific regions or industries. Second, Brand Purchase Index (BPI): A total metric that assesses a region's purchasing power for high-scoring brands relative to others. These indices cover more than 300 prefecture-level administrative divisions and 22 industries, with data provided at multiple levels, including Quarter × Industry × Region, Quarter × Industry, Quarter × Region, and Quarter × National. Researchers can either use the data directly or customize the indices by selecting weights for industry or region-level aggregation, making them adaptable to specific research needs.

This index series reveals the following: From a time perspective, the quality of consumption in China continues to improve. From an industry perspective, home appliances, food, and home furnishings showed rapid growth, driven by government subsidies, traditional holidays, and logistics advancements. From a regional perspective, new first-tier cities like Hangzhou, Wuhan, and Nanjing ranked among the national top ten in Q2, excelling in both the CBI and BPI.

This study, however, has some limitations that leave room for improvement. First, while the data sample size from Taobao and Tmall is already quite significant by standard research practices, the research relies solely on data from Alibaba's Taobao and Tmall platforms and therefore cannot capture the dynamics of other online platforms. Second, industries such as housing and automobiles, which are primarily driven by offline consumption, are not well-represented in the index. Third, even for the included industries, the indices are affected by the online penetration rates of leading brands in each sector. Fourth, the online consumer market primarily reflects the everyday consumption behavior of general consumers and does not fully capture overall consumer spending patterns. Fifth, in scoring brands, less emphasis is placed on niche, high-end, or luxury brands. Instead, more attention is given to emerging brands, reflecting a value orientation that encourages innovation, promotes healthy competition, and prioritizes mass consumers. However, this approach makes the index less representative of the highest-income demographic. Finally, due to the challenges in early-stage data cleaning, the first edition of the index only includes data from 2023 onward. In the future, as more data is added and updated, the index will expand its time span to provide a more comprehensive and dynamic view of the development of China's online consumption market and brand quality.

Appendix 1: CBI500 Top 100 Brands

The table below shows the top 100 brands based on their overall scores. For the CBI500 list and detailed scores for each indicator, please refer to the attachment.

Rank	Brand		Category	Overall Scores
1	苹果	Apple	3C Digital	100.00
2	美的	Midea	Home Appliances	94.13
3	小米	Xiaomi	3C Digital	93.98
4	海尔	Haier	Home Appliances	93.61
5	华为	HUAWEI	3C Digital	92.91
6	联想	Lenovo	3C Digital	89.75
7	耐克	NIKE	Sports & Outdoors + Fashion	89.06
8	源氏木语	YESWOOD	Home Furnishing & Home Decos	88.85
9	李宁	LI-NING	Sports & Outdoors + Fashion	86.20
10	阿迪达斯	adidas	Sports & Outdoors + Fashion	85.91
11	斐乐	FILA	Sports & Outdoors + Fashion	85.64
12	珀莱雅	PROYA	Beauty	84.84
13	茅台	Moutai	Food	84.72
14	欧莱雅	L'ORÉAL	Beauty	84.72
15	优衣库	UNIQLO	Sports & Outdoors + Fashion	84.31
16	剑南春	JianNanChun Chiew	Food	84.17
17	维沃	vivo	3C Digital	84.15
18	格力	Gree	Home Appliances	84.06
19	兰蔻	LANCÔME	Beauty	83.91
20	蕉下	Beneunder	Sports & Outdoors + Fashion	83.58
21	林氏家居	LINSY	Home Furnishing & Home Decos	83.26
22	安踏	ANTA	Sports & Outdoors + Fashion	83.14
23	索尼	SONY	3C Digital	83.07
24	泡泡玛特	POP MART	Collectible	82.99
25	/	OPPO	3C Digital	82.95
26	雅诗兰黛	ESTÉE LAUDER	Beauty	82.37
27	无印良品	MUJI	Sports & Outdoors + Fashion	81.92
28	华硕	ASUS	3C Digital	81.66
29	大疆	DJI	3C Digital	81.54
30	周大福	Chow Tai Fook	Jewelry & Accessories	81.41
31	爱他美	Aptamil	Food	81.21
32	/	Babycare	Household Items	81.11
33	五粮液	Wuliangye	Food	80.86
34	领丰金	LING FENG GOLD	Jewelry & Accessories	80.79
35	公牛	BULL	Home Furnishing & Home Decos	80.66
36	海蓝之谜	LA MER	Beauty	80.64
37	得力	deli	Office & School Supplies	80.62
38	回力	Warrior	Sports & Outdoors + Fashion	80.09

39	维达	Vinda	Household Items	79.84
40	雀巢	Nestlé	Food	79.79
41	猫人	MiiOW	Sports & Outdoors + Fashion	79.74
42	由莱	Ulike	Medical/Healthcare/Nutritional Products	79.72
43	泸州老窖	Luzhou Laojiao	Food	79.67
44	百丽	BELLE	Sports & Outdoors + Fashion	79.61
45	苏泊尔	SUPOR	Home Appliances	79.48
46	伊利	Yili	Food	79.46
47	斯维诗	Swisse	Medical/Healthcare/Nutritional Products	79.38
48	佳能	Canon	3C Digital	79.04
49	荣耀	HONOR	3C Digital	78.98
50	美素佳儿	Friso	Food	78.95
51	雅迪	Yadea	Transportation	78.85
52	修丽可	SkinCeuticals	Beauty	78.83
53	斯凯奇	SKECHERS	Sports & Outdoors + Fashion	78.81
54	戴森	dyson	Home Appliances	78.64
55	/	UR (URBAN REVIVO)	Sports & Outdoors + Fashion	78.48
56	海信	Hisense	Home Appliances	78.44
57	老铺黄金	Laopu Gold	Jewelry & Accessories	78.30
58	卡骆驰	crocs	Sports & Outdoors + Fashion	78.28
59	小天鹅	LittleSwan	Home Appliances	78.25
60	圣罗兰	YSL	Beauty	78.19
61	奥克斯	AUX	Home Appliances	78.18
62	可复美	KOMFYMED	Beauty	77.87
63	飞利浦	PHILIPS	Home Appliances	77.61
64	娇韵诗	CLARINS	Beauty	77.48
65	周生生	Chow Sang Sang	Jewelry & Accessories	77.43
66	富士	Fujifilm	3C Digital	77.35
67	华凌	WAHIN	Home Appliances	77.28
68	中国黄金	China Gold	Jewelry & Accessories	77.20
69	骆驼	CAMEL	Sports & Outdoors + Fashion	77.18
70	追觅	Dreame	Home Appliances	77.13
71	皇家	ROYAL CANIN	Pet Care	77.12
72	巴拉巴拉	balabala	Sports & Outdoors + Fashion	77.07
73	惠普	HP	3C Digital	76.91
74	蕉内	Bananain	Sports & Outdoors + Fashion	76.58
75	/	TCL	Home Appliances	76.55
76	海澜之家	HLA	Sports & Outdoors + Fashion	76.55
77	蔻驰	COACH	Sports & Outdoors + Fashion	76.47
78	鱼跃	yowell	Medical/Healthcare/Nutritional Products	76.38
79	卡诗	KÉRASTASE	Household Items	76.35
80	特步	XTEP	Sports & Outdoors + Fashion	76.20

81	石头	Roborock	Home Appliances	76.16
82	任天堂	Nintendo	3C Digital	76.07
83	周大生	Chow Tai Seng	Jewelry & Accessories	76.05
84	好奇	HUGGIES	Household Items	76.03
85	小牛电动	niu	Transportation	75.81
86	倍思	Baseus	3C Digital	75.63
87	星巴克	Starbucks	Food	75.53
88	露露乐蒙	lululemon	Sports & Outdoors + Fashion	75.47
89	飒拉	ZARA	Sports & Outdoors + Fashion	75.46
90	蒙牛	MENGNIU	Food	75.45
91	资生堂	SHISEIDO	Beauty	75.44
92	心相印	Xin Xiang Yin	Household Items	75.44
93	薇诺娜	WINONA	Beauty	75.40
94	麦富迪	MYFOODIE	Pet Care	75.35
95	美洋	MEIYANG	Sports & Outdoors + Fashion	75.27
96	赫莲娜	HR	Beauty	75.19
97	科颜氏	Kiehl's	Beauty	75.15
98	/	ubras	Sports & Outdoors + Fashion	75.06
99	三只松鼠	Three Squirrels	Food	75.04
100	/	SK-II	Beauty	75.01

Appendix 2: Quarter×Industry Consumer Brand Index (CBI)

No.	Category	Year: 2023				2024				2025	
		Quarter: Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
1	Food	56.78	56.92	58.01	61.94	60.25	61.72	60.90	63.85	60.44	64.07
2	Sports & Outdoors	65.31	65.74	62.63	71.03	67.40	66.65	64.66	72.86	68.79	69.95
3	Fashion (Women's Wear)	33.38	35.28	35.47	36.71	35.32	35.52	36.62	41.29	39.26	40.45
4	Fashion (Men's Wear)	50.25	49.08	47.35	52.37	50.86	50.28	50.06	57.69	54.88	55.06
5	Fashion (Others)	49.26	49.39	47.68	50.76	48.30	51.89	50.94	55.67	52.62	54.32
6	Renovation Materials	31.69	31.33	31.83	31.42	32.27	32.59	33.03	34.93	32.48	36.17
7	Home Furnishing & Home Decos	39.13	41.50	39.78	43.46	40.24	43.23	42.39	48.06	44.19	47.16
8	Home Appliances	73.51	78.15	74.67	78.41	76.00	81.15	75.81	80.04	77.02	81.39
9	Household Textiles	39.93	41.50	40.35	41.89	40.81	40.93	39.30	42.81	41.20	40.51
10	Personal Care	65.02	66.63	65.91	69.01	67.00	69.01	67.00	70.20	68.41	67.73
11	Cleaning Products	62.74	65.69	63.21	66.33	63.18	65.25	62.97	66.98	63.47	65.75
12	Beauty	73.01	74.97	71.92	77.99	74.90	75.61	73.16	78.82	75.83	77.93
13	Transportation	51.10	51.03	51.47	48.73	49.01	48.62	47.02	45.61	46.25	45.85
14	3C Communications	80.05	81.80	82.96	87.77	86.17	89.38	86.62	89.77	85.09	88.03
15	3C Smart Devices	77.64	82.03	78.77	81.19	80.88	86.33	83.51	85.92	82.28	84.44
16	3C Culture & Education	70.48	72.84	71.48	75.67	75.08	76.12	75.78	77.13	76.58	78.14
17	Office & School Supplies (Non-electronic)	35.74	38.71	37.42	39.26	37.19	39.06	37.90	40.89	37.79	36.70
18	Collectible	43.01	45.08	42.16	42.90	43.64	44.92	44.02	43.67	44.72	45.83

19	Flowers & Gardening	32.71	32.55	34.00	30.81	32.59	35.18	31.48	27.90	30.28	32.81
20	Pet Care	51.59	54.66	52.09	56.16	56.32	57.91	54.88	59.61	56.72	58.61
21	Medical & Healthcare	60.56	60.90	58.44	63.85	63.19	62.37	61.49	62.89	63.40	65.02
22	Jewelry & Accessories	34.62	38.56	33.93	40.12	34.37	38.52	33.33	40.20	42.21	44.17

Technical Support Team (in alphabetical order):

Yuqin Cao, Yuanyuan Cao, Rong Chen, Ying Dai, Huaguang Deng, Shuhao Guo,
Shenlong Huangfu, Wenyu Huang, Shiqin Liao, Ruoya Ren, Yun Wang, Pengfei Yue,
Huijun Zhou, Jiahao Zhong, Siyi Zhu.