



Yiwu Market **Procurement Insights** 2025

Professional Insights into Yiwu Market Procurement, Industry Trends, and Global Trade Opportunities for 2025





Yiwu Market Procurement Insights 2025

CONTENTS

Yiwu Market at a Glance

Key Data & Statistics (2024-2025)

Global Trade and Export Structure

Sustainability Takes Center Stage

E-commerce & Digital Transformation

Customization and Private Labeling

Diversification of Export Markets

Response to Global Tariffs & Supply Chain Challenges

Micro-Trends Driving Yiwu's Trade Ecosystem

Yiwu's Competitive Edge

Opportunities for International Buyers

Conclusion & Outlook

Yiwu Market at a Glance

-  Located in **Zhejiang Province, China**, serving as the epicenter of global small commodity trade
-  Recognized as the **world's largest small commodities market** by the World Bank
-  Houses **more than 75,000 booths** across multiple specialized districts
-  Showcases **over 2.1 million product types** ranging from daily necessities to seasonal goods
-  Attracts buyers from **more than 210 countries and regions** annually



\$70+ Billion

Annual trade volume of goods sold through Yiwu Market

75,000+
Booths

2.1M+
Product Types

210+
Countries & Regions

Key Data & Statistics (2024-2025)

¥668.93B

Total import & export in 2024
+18.2% YoY

220,000+

Daily visitors
3,900 international buyers

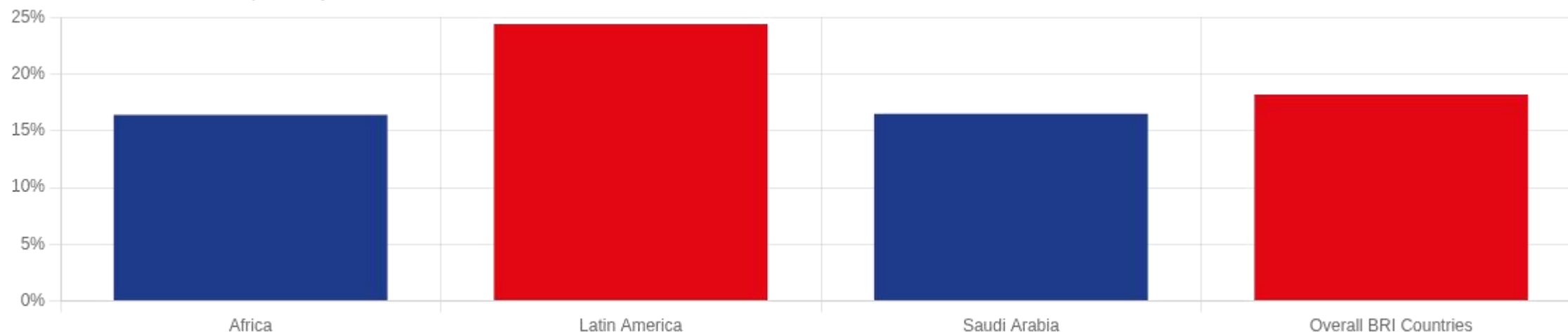
300,000+

Foreign nationals living and
doing business in Yiwu

21,000+

Long-term foreign residents
engaged in business activities

Export Growth by Region (2024)



Global Trade and Export Structure

- Yiwu exports to **almost every country**, strategically diversified beyond traditional western markets
- Leading product categories: hardware, home goods, fashion accessories, tech gadgets, and seasonal products
- New focal markets with high growth:
 - Africa (+35%)**
 - Latin America (+28%)**
 - Southeast Asia (+42%)**
- Resilient despite trade tensions: US market now represents less than 7% of Yiwu's total export volume

Trade Volume with BRI Countries (2024):
413.34 billion yuan (+18.2% YoY)

Representing over 51% of total trade volume

www.chineseyiwu.com



Top Export Categories by Share (%)

Hardware & Tools	28%
Home & Kitchen	25%
Fashion Accessories	20%
Electronics & Gadgets	15%
Seasonal & Holiday	12%

Sustainability Takes Center Stage



Growing demand for eco-friendly products across all categories, with bamboo alternatives, recycled materials, and biodegradable items leading the trend



Suppliers actively pursuing FSC certification and ISO14001 environmental standards to meet global sustainability requirements



Factories implementing cleaner production processes with reduced waste and emissions, enhancing product appeal to global markets



Flexible MOQ options from small batches to large volumes, making sustainable procurement accessible for businesses of all sizes



Customization capabilities for eco-friendly products, including private labeling, branded packaging, and bespoke designs



Bamboo Products

Utensils, home decor, office supplies



Recycled Materials

PET plastic, paper goods, textile products



Biodegradable Items

Packaging, tableware, compostable bags



FSC
Certification



ISO 14001
Standard



Organic
Products

E-commerce & Digital Transformation

AI-Powered Commerce



Rapid adoption of AI technologies for product recommendations, market analysis, and automated translations to facilitate cross-border trade.

Live E-commerce Explosion

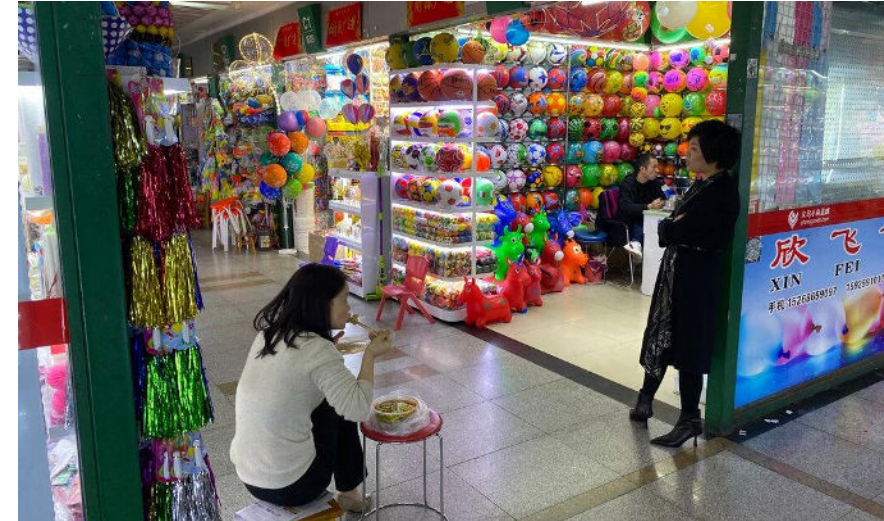


Merchants leverage live streaming to showcase products in real-time, creating immersive shopping experiences for global buyers.

Ready-to-Ship Inventory



Streamlined logistics with low minimum order quantities (MOQs) and pre-stocked popular items enable faster global delivery.



Yiwu Global Digital Trade Center

A \$1.2 billion investment transforming Yiwu into a digital trade hub

40%

Cross-border e-commerce entities

24/7

Digital marketplace access

200+

Countries connected

65,000+

New e-commerce entities registered in Yiwu (Jan-June 2024)

Customization and Private Labeling



Private Label Solutions

Create your own brand identity with Yiwu's comprehensive private labeling services. From cosmetics to electronics, suppliers offer flexible options to help your products stand out.



End-to-End Services

Yiwu suppliers provide complete customization services from design to delivery, catering to businesses of all sizes - from startups testing new concepts to global brands requiring consistent quality.



Business Benefits

Custom products command premium prices, building brand loyalty and increasing market share. Yiwu's fast response times allow businesses to quickly adapt to market trends.



Quick Customization Turnaround

Production lead times as short as 15-30 days for most custom products, enabling rapid market entry.



Logo Printing

Screen printing, embossing, digital printing, heat transfer



Custom Packaging

Eco-friendly options, premium finishes, retail-ready designs



Product Customization

Colors, materials, features, sizes, unique specifications

MOQ Requirements by Category

200+

Fashion Accessories

500+

Beauty Products

300+


E-commerce Packaging

100+

Corporate Gifts

Diversification of Export Markets

 US market now represents **less than 7% of total Yiwu exports**, showing significant market diversification beyond traditional Western buyers

 Rapid expansion in emerging markets:

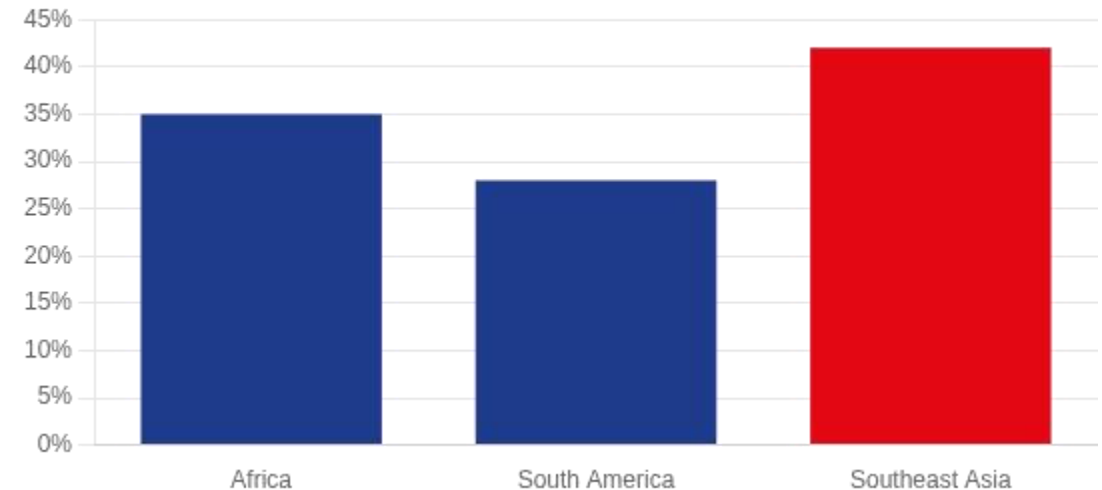
- **Africa: +35% growth** (total: 122B yuan)
- **South America: +28% growth** (total: 111.7B yuan)
- **Southeast Asia: +42% growth**

 **300,000+ foreign nationals** living and trading in Yiwu, with over 21,000 long-term business residents creating a truly international market ecosystem

Belt & Road Initiative Impact

In 2024, Yiwu's trade with Belt & Road countries reached 413.34 billion yuan, representing an 18.2% year-on-year increase and accounting for over 60% of Yiwu's total export value

Export Growth by Region (2024-2025)



Top Exported Product Categories by Region

Africa

Electronics, Consumer Goods, Textiles

South America

Home Goods, Toys, Personal Care

Southeast Asia

Gadgets, Fashion, Packaging

Response to Global Tariffs & Supply Chain Challenges



Rapid Adaptation & Resilience

Despite increasing US tariffs (up to 145% in April 2025), Yiwu merchants demonstrate remarkable resilience. Many report that US sales account for **less than 7% of revenue**, with diversified markets offsetting impacts.



Flexible Production & Logistics

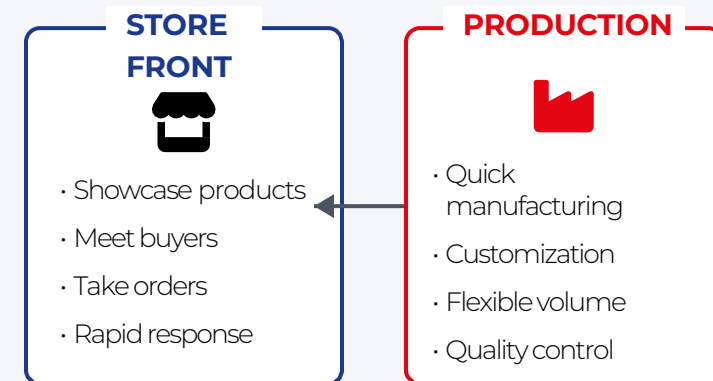
Yiwu's renowned **"store in front, factory in back"** model enables unmatched flexibility and speed. Businesses can quickly adjust production volumes, modify designs, and create custom solutions within days instead of weeks.



Smart Shipping Solutions

Less-than-Container Load (LCL) options enable small businesses to source efficiently. Combined with robust logistics partnerships across Belt and Road routes, Yiwu maintains

Yiwu's "Store in Front, Factory in Back" Model



Success Metric

Despite global supply chain disruptions in 2024, Yiwu's trade volume grew by **18.2%**, reaching **668.93 billion yuan**.

Micro-Trends Driving Yiwu's Trade Ecosystem



Emerging Product Categories

Rising demand for **smart home gadgets** (LED systems, smart plugs), **ergonomic products** (desk accessories, laptop stands) and **DIY kits** (craft supplies, home improvement) is creating lucrative opportunities for niche sellers. These categories show significant profit margin potential.



Accelerated Turnaround Times





Yiwu suppliers are adapting to market speed with **shorter production cycles** and **ready-to-ship inventory** for popular items. This rapid response capability enables businesses to capitalize on trends quickly and maintain competitive advantage during seasonal peaks.



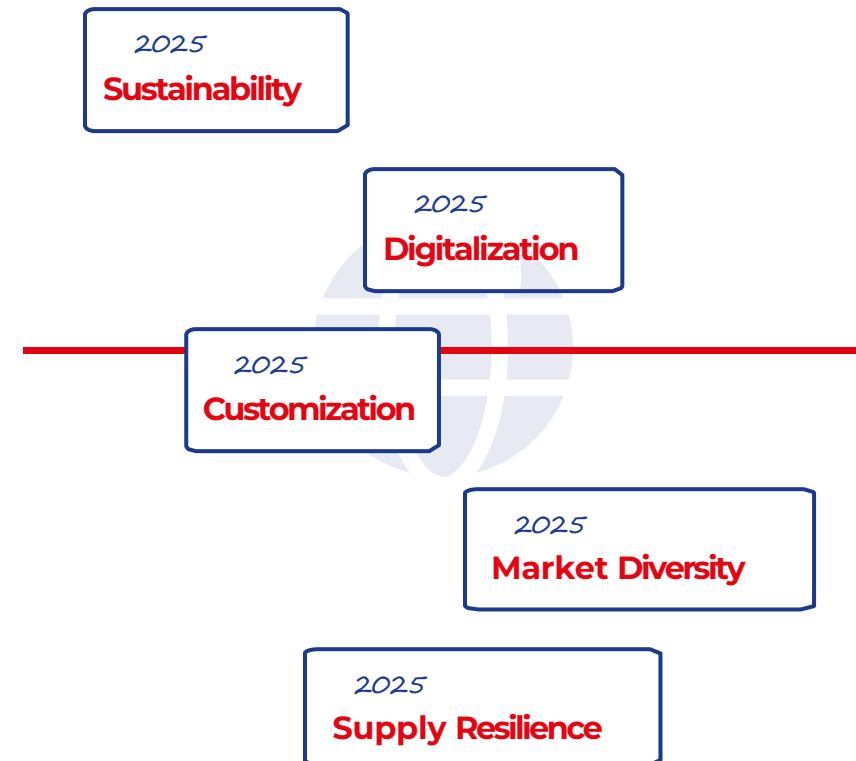
Order Flexibility for Growing Businesses

The rise of startups and lean e-commerce operations has shifted focus toward **flexible order sizes** and **LCL shipping options**. This evolution allows smaller businesses to experiment with products without overcommitting to large inventory investments, reducing barriers to market entry.

Conclusion & Outlook for 2025

-  Yiwu continues to serve as a **barometer of global trade**, adapting swiftly to changing market demands and geopolitical challenges
-  **Sustainability, digital transformation, and market diversification** will define Yiwu's strategic direction in 2025
-  International buyers benefit from unmatched **sourcing agility, product variety, and resilient supply networks**
-  While navigating trade tensions, Yiwu's flexible "store in front, factory in back" model ensures **continued stability and growth**

"Despite global uncertainties, Yiwu market demonstrates remarkable resilience through adaptability, innovation, and strategic market diversification. The outlook for 2025 remains positive, with continued growth expected in emerging markets and sustainability-focused initiatives."



The latest news about the market in Yiwu District 6

Yiwu District 6 Market has started public bidding and will be named Yiwu Global Digital Trade Center

Currently, the investment promotion for the jewelry industry has ended, and the leisure and entertainment projects in the East Plaza of District 5 are currently being actively promoted.

