

Yiwu Market White Paper

Best Practices in Supplier Selection and Quality Management

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July 2025

Global supply chain solutions



Chinese Yiwu

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Best Practices in Supplier Selection and Quality Management

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Chinese Yiwu

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Yiwu Market Overview and Latest Development



The continued growth and prosperity of the global small commodity trading center



Growth of business entities

In 2024, the total number of registered market operators in Yiwu will exceed 1.1 million, surpassing Kunshan to become the largest county in the country in terms of registered market operators.



Express delivery volume

In 2024, Yiwu's express delivery business volume exceeded **10 billion** pieces, setting a historical record and ranking first among county-level cities in the country.



International Trade

From January to October 2024, Yiwu's total import and export value exceeded **560 billion** yuan, a year-on-year increase of 3%, and its products were exported to 233 countries and regions.

Yiwu Small Commodity Market Transaction Volume Trend



In 2024, the transaction volume of China's small commodity market will reach 279.803 billion yuan, a year-on-year increase of 20.02%

Market strategy development

- 1 We continued to promote standardization, issued more than 15 local standards for Yiwu City, and undertook more than 3 national and provincial standardization pilot projects.
- 2 Accelerate digital reform, build a global digital trade center, strengthen international cooperation, and formulate more than 20 "Belt and Road" small commodity group standards.
- 3 Deepen international trade reform, optimize market procurement and trade methods, promote synchronous development of online and offline, and build a global small commodity trading center.

Introduction to the Sixth Generation Market Global Digital Trade Center

Leading the new generation of development of Yiwu market and creating a new benchmark for global trade

Project Overview



Area: more than **560 acres**



Building area: over **1.25 million** square meters



Number of business booths: **5,000+**
(standard area of about 27 square meters)



Expected opening: October 2025

Digital transformation strategy

Comprehensive digital upgrade of "people, goods, venues, and supply chains"



Digital passenger flow analysis



Smart product management



Smart scene experience



Supply Chain Visibility

Key industries

Fashion Jewelry and Beauty Industry

With the rise of "her economy" and "pleasure consumption", the market demand for women's accessories is strong. We have laid out industries such as fashion jewelry, skin care and medical beauty products, and women's fashion apparel.

Baby Products

"Quality child rearing" drives the growth of the "baby economy". We have laid out industries such as infant and young child daily necessities and infant and young child growth products.

Healthy living and travel products

City Walk and outdoor leisure sports are popular around the world, and the consumption of the silver-age population is on the fast track of growth. We are developing travel products, health and medical products, and household products industries.

Smart equipment

New quality productivity will stimulate trade growth. Develop unmanned machines and unmanned equipment, robots and artificial intelligence equipment, and **AR/VR** equipment industries.

Fashion clothing fabrics

The demand for upstream products of fashionable daily consumer goods is growing, and the fashion apparel fabric industry is being developed.

Introduction to the Sixth Generation Market Global Digital Trade Center



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Best Practice Guide for Supplier Selection

Key strategies to ensure high-quality supply chain and trade security

Key indicators for supplier evaluation



Qualifications and Compliance

Choose suppliers with complete business licenses, import and export qualifications and industry certifications to ensure legal and compliant operations.



Credit rating and historical performance

View supplier credit rating system data, historical delivery performance and customer reviews to reduce cooperation risks.



Product diversification and innovation capabilities

Examine the richness of suppliers' product lines, iterative update capabilities, and market adaptability to ensure long-term competitive advantages.



Digital management capabilities

Priority is given to modern suppliers with online communication, digital production management and visual order tracking capabilities.

Implementation recommendations



Use the platform for preliminary screening

Use the [Chineseyiwu.com](https://www.Chineseyiwu.com) platform to conduct an initial screening of suppliers and view certification information, product quality ratings and transaction history.



Field investigation verification

Conduct on-site inspections before confirming cooperation to check production capacity, quality management system, employee skill level and environmental compliance to reduce supply chain risks.



Establish a procurement process traceability system

Implement a transparent trade process, including quotation, sample confirmation, production, quality inspection, packaging and logistics traceability management, to ensure quality control throughout the process.



Expert Tips

Adopt the strategy of "small order trial" to gradually establish long-term strategic partnerships. Ensure supply chain flexibility and continuous improvement through multi-supplier comparison and regular evaluation mechanisms.

Quality control and standardization system

Promote high-standard construction and create a global benchmark for small commodity quality



Standard Urban Construction Action Plan

Fully implement the "Yiwu Standard City Construction Action Plan (2022-2025)" to create a model benchmark for domestic county-level standardization reform and innovation.

- ✓ **Publish more than 15 local standards in Yiwu**
- ✓ **Undertake more than 3 national and provincial standardization pilot projects**
- ✓ **Lead or participate in the formulation of more than 100 national standards and industry standards**

Standardized resource base construction

Create a high-level standard resource gathering place integrating "four in one":



National Technology
Standard Innovation Base



National Quality Supervision
and Inspection Center



National Standards Technical
Review Center



Institute of Standardization

Standard promotion and industry application



"Standards into the Market" promotes engineering

We will increase our efforts in highlighting labels, rely on the **Chineseyiwu** platform, improve the electronic highlighting function, promote simultaneous highlighting of labels online and offline, and achieve full coverage of highlighting of labels for major business categories in the market.



International standard output

Formulate more than 20 group standards for small commodities in the "Belt and Road" initiative, lead Yiwu small commodities to "go global" through the "going global" of standards, and enhance the international competitiveness of Yiwu small commodities.



Industry Standardization Model

Focusing on special fields such as accessories, textiles, and cosmetics, we will build a standard system covering the entire life cycle of products to help traditional industries transform and upgrade.

Logistics optimization solutions

A full-chain standardized logistics service system that reduces costs and increases efficiency



Modern logistics infrastructure construction

Relying on the two major logistics resource clusters of Southwest Yi and Northeast Yi, we will integrate logistics facility resources, promote the intensive construction and large-scale operation of logistics facilities within the city, and realize the standardized development of the entire logistics chain.



Digital logistics optimization

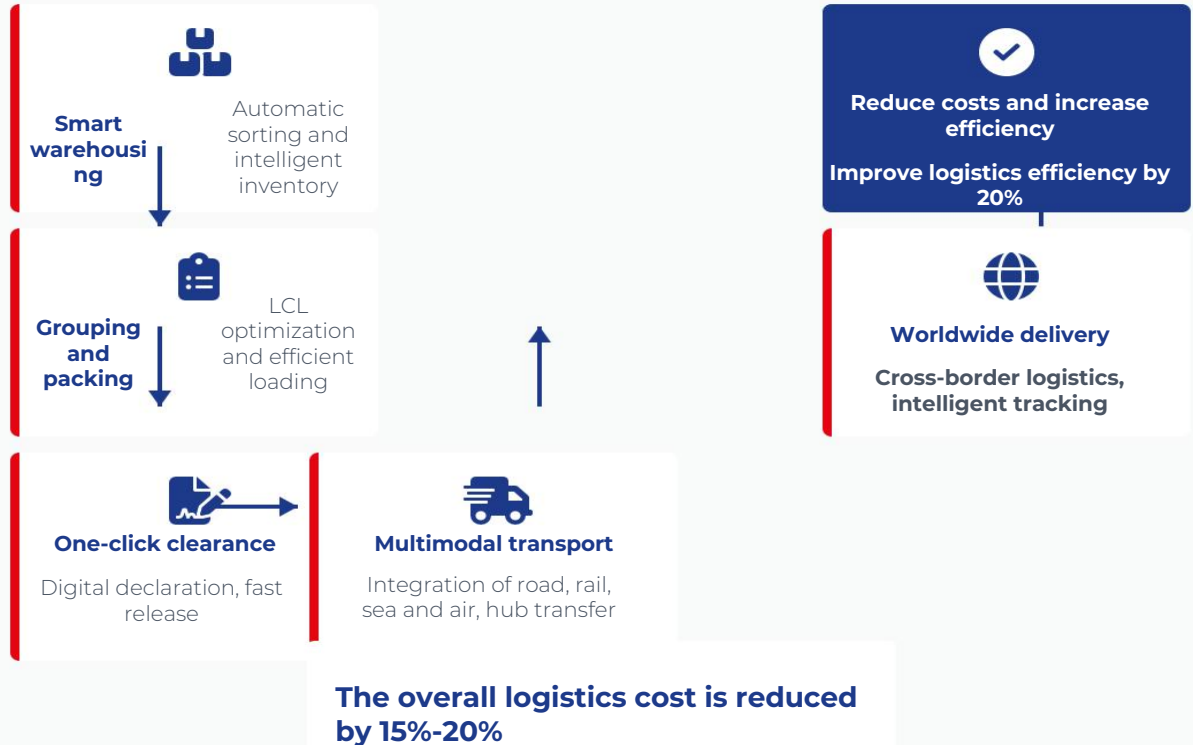
Implement digital reforms in market procurement trade, build a "logistics cloud" system, optimize warehousing, transportation, distribution and cross-border consolidation links, and realize full-link visualization and intelligent scheduling.



Logistics Enterprise Standard Assessment

Strengthen the promotion and application of logistics standards, promote the application and assessment of Class A logistics enterprises, encourage enterprises to improve the level of standardization and regularization, and reduce the proportion of total logistics costs of enterprises.

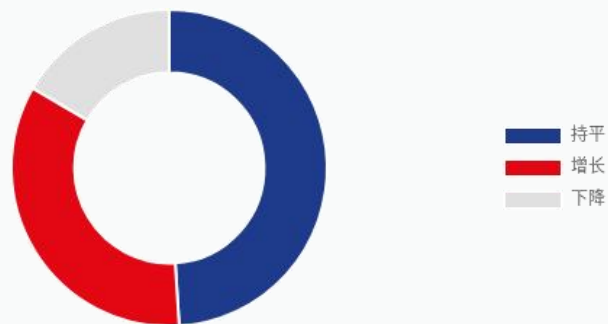
Yiwu Logistics Optimizes Standardized Process



Data Analysis and Future Outlook 2024

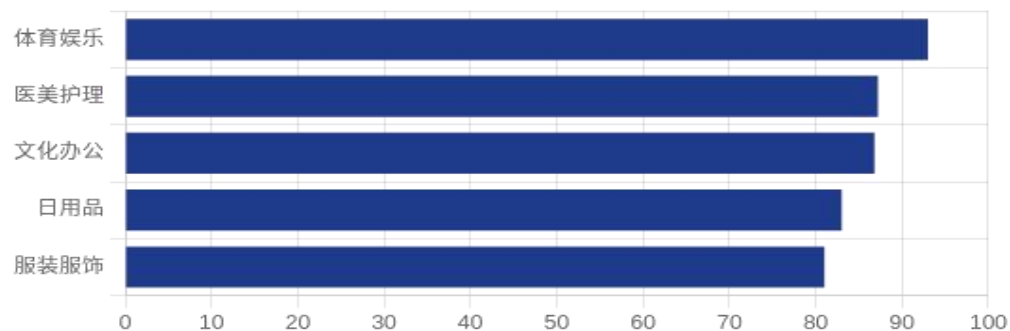
Yiwu market grows steadily, showing strong potential and bright future

Yiwu market operators' sales in 2024



83.4% of operators have maintained or increased sales

Industry sales performance (flat or increasing percentage)



Key Market Indicators in 2024



Payment

53.3% of merchants have a payment collection rate of more than 50%, with the textile, medical beauty, and daily necessities industries performing best.



Cost Control

More than 70% of merchants' operating costs tend to be stable, with labor and raw material costs being the main influencing factors

Market Outlook 2025



Business Confidence Index

82.7%

82.7% of operators are optimistic about 2025, of which 28% expect sales to increase

The industry has the most optimistic expectations

Cultural and office supplies 92.4%

Medical beauty care 90.9%

Sports and Entertainment 90.1%