



Alibaba Breaks Singles Day Sales Record

November 18, 2019

November 18, 2019 - PRESSADVANTAGE -

Alibaba, China's e-commerce giant, has announced that their Singles Day sales hit more than 158.31 billion yuan (\$22.63 billion) during the first nine hours of the online event, up by 25% from the same period last year. Alibaba saw sales worth \$30 billion on its platforms on Single's Day 2018 compared to \$7.9 billion online sales for its US counterparts, Black Friday and Cyber Monday. Overall, Alibaba has reportedly surpassed more than US\$38 billion in sales during this year's Single's Day event.

This is the first time Alibaba's Singles' Day was held without its co-founder Jack Ma since he resigned as Alibaba's chairman in September.

Single's Day, also known as Double Eleven, originates from the calendar date 11 November with the four ones of 11/11 signifying singlehood. Alibaba held the very first 11/11 shopping festival on Taobao.com in 2009, which catapulted online shopping for the very first time. Since then, Single's Day has grown rapidly to become the world's largest online sales event. This year, more than 200,000 brands participated during the Single's Day mega sale.

Alibaba has lived up to high expectations, with this year's extravagant 11/11 countdown party including US pop star Taylor Swift, who performed on a moving platform decorated with LED lights that required 300

technical staff to operate. The event was also graced by Asian superstars like GEM and Jackson Yee, and was broadcasted on 10 cable networks across China, South East Asia, Africa, and even the US. Single's Day was also among the top trending topics on Weibo, China's microblogging platform on Monday morning, with online users sharing their discounted purchases.

On the other hand, Sunsell, a trusted supplier of kitchenware in the US is pleased to announce that their full range of products will soon be available for purchase on Alibaba platforms. In the meantime, interested parties can visit the company's official website and Amazon store to buy their best selling popsicle molds, strainers, bento lunch boxes, and more. The company is known for their quality and affordable silicone products that are FDA approved, BPA free, and safe for everyday use. Additionally, they sell stainless steel kitchen products, such as collapsible vegetable steamers that are made from 100% premium stainless steel.

Furthermore, they also sell an affordable and quality leakproof bento lunch box, silicone basket and steamer, stainless steel pastry chopper and scraper, adhesive spice clips, insulated water bottles, silicone pot holder set, and many more items. The company's spokesperson, Mike Law, says, "We aim to deliver high quality yet affordable home and kitchen products to consumers worldwide. Our goal is to make your life easier by offering innovative and practical products that are safe for your family's everyday use."

Sunsella is a trusted supplier of home and kitchen products, based on a number of positive reviews and recommendations they have received online. In fact, many of their products have received thousands of 5-star reviews on Amazon.

One satisfied customer who bought a Sunsell stainless steel steamer on Amazon says, "I love this collapsible steamer basket. Very easy to use and store. I had a similar one a while ago, but it didn't have the nice handle this one has to help you get it out of the pot. I really like that, and especially how the handle can extend and collapse. At the shortest height, it's perfect for the sauce pan I use most often for my steaming. I use it all the time. Easy clean up, too. I usually either hand wash or put it in the top rack of the dishwasher."

Meanwhile, another customer who bought a Sunsell bento lunch box says in their own 5-star Amazon review that, "This was exactly what I was looking for. I wanted a bento style box for my son's lunch. I love that it is sturdy and good quality, but also that the leak proof lid is easy enough for my five year old to open and close by himself. It also fits nicely in a standard size lunch box with extra enough room for an ice pack and utensils."

Complete details can be found on the company's website and Amazon store. Interested parties may also check Sunsell's official social media pages to stay up to date with their latest news and important

announcements.

###

For more information about Sunsella, contact the company here: SunsellaMike.com Law(702) 952-9541 info@sunsella.com 9550 S Eastern Ave Suite 253 Las Vegas, NV 89123

Sunsella

The Sunsella range consists of high quality kitchen utensils and gadgets designed to improve your quality of life.

Website: <http://sunsella.com>

Email: info@sunsella.com

Phone: (702) 952-9541



Powered by PressAdvantage.com