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2026 Instant Retail Moments White Paper

Trophy Moments—Making Growth Happen in Every Moment



Making Growth Happen in Every Moment

Instant retail began by reshaping the path to purchase through local supply and efficient fulfillment. Shoppers already knew what they wanted, and platforms delivered it within the shortest possible delivery radius. Known needs such as emergency top-ups and last-minute purchases, which might once have been lost to slow delivery, were pulled into the instant channel. This is what “capturing traffic earlier” means: serving purchase intent that is already clear.

As supply grows denser and grid-based operations mature, platforms are moving further upstream. Instead of waiting for needs to take shape, they awaken latent purchase intent the moment a mood shifts, the time-of-day changes, or an everyday situation arises. Instant retail is thus moving from “capturing traffic earlier” to “capturing demand earlier”—sparking, catching, and converting a need while it is still a passing thought, before it hardens into clear intent.

Scenarios answer “Why buy?”
Emotions answer “Why buy now?”

A Moment is a brief window when a particular situation, feeling, or state of mind sparks a need. A celebration, a thought for someone you love, or a quick break on a busy day can each turn “I want it now” into a purchase. Emotion gives people a reason to buy; stock close at hand and reliable fulfillment turn that impulse into action right away.

Drawing on industry research, consumer surveys and brand case studies, this report traces how instant retail has evolved, and across four themes, identifies eight priority Moments: Peace-of-Mind, Top-Up, Treat-Yourself, Time-Saver, Fired-Up, Ritual, On-the-Go, and First-Try. These Moments give brands entry points into new demand, and the list keeps growing as audiences, contexts, and lifestyles change.

Building on these insights, Taobao Instant Commerce has launched Trophy Moments, its instant retail brand marketing IP, and the core platform for helping brands identify, design, and own Moments.

The I·DO·MOMENT methodology helps brands Identify, Design, and Own Moments, measures results through both mindshare and sales, and ultimately builds reusable brand Moment Assets—so that every need met in the moment adds up to lasting brand preference.

Emotion sparks demand, Moments open the door, and instant retail builds the moat

Foreword from Taobao Instant Commerce

Making Moments the gateway to lasting brand–consumer connections



Taobao Instant Commerce

Jack Wu

General Manager,
Retail Brand Operations Center,
Taobao Instant Commerce

Turning Moments into lasting value that connects brands and consumers

Lasting brand growth comes from truly understanding consumers and continually adding value to their lives. Instant retail puts brands right where needs arise and links brand building more closely to sales. When a Moment is well understood and well served, it can win the sale and strengthen how consumers feel about the brand. Through Trophy Moments, we want to work with brands on new ways to serve consumers, bringing what each brand stands for to life through products, content, and experiences, so that every investment grows business and deepens customer relationships. We look forward to partnering with brands to turn today's purchases into lasting trust and to build for future growth together.

Foreword from NIQ

Understanding Moments through consumer insight and validating their value through business results



Ryan Zhou

Managing Director,
NIQ China

NIQ

Behind instant availability lies a value chain built around in-the-moment demand

E-commerce lets consumers “browse anytime, anywhere”; instant retail goes further, making it possible to “get it anytime, anywhere.” When spur-of-the-moment ideas and emotional triggers become the starting point of a purchase, retail must not only meet defined product needs but also capture new needs as they emerge. This requires brands to build Moment insights into product planning, inventory allocation, and fulfillment coordination, bringing supply closer to the moment demand arises. NIQ looks forward to exploring this shift with the industry and turning new consumption opportunities into sustainable growth.



Eva Ng

General Manager,
Retail Business,
NIQ China

NIQ

Insight that reaches into specific Moments reveals why consumers buy now

Consumers don’t always open an instant retail platform with a clear shopping list. The excitement of a party or the fatigue of working late can trigger new needs. Instant retail shortens the gap between a need arising and being met, and brings brands closer to the moment emotion triggers a purchase. Insight must move beyond audience preferences into specific contexts—understanding not only who will buy but, more importantly, why they buy now. Through consumer research and retail measurement, we aim to help brands identify high-value Moments and assess performance through both mindshare and sales outcomes.

Brand Messages

Partnering on Trophy Moments to bring brand value to consumers right when it matters



P&G

The future of instant retail is not just speed, but about understanding consumers better

Julia Ouyang

Vice President,
P&G Greater China

Consumption occasions are fragmenting, and needs arise more instantly than ever. At P&G, consumer needs are the starting point of everything we innovate — from product and brand building to supply chain and digital transformation — all in service of a better consumer experience. Instant retail enables brands to show up at consumers' most important moments, and opens new space for the entire value chain to create value together.
We look forward to working with Taobao Instant Commerce and more ecosystem partners — consumer-centric, innovation-driven and open in collaboration — to move instant retail from a competition on efficiency to the creation of value, delivering more sustainable growth for consumers, brands and the industry.



Mengniu

With a complete range of nutrition choices turning everyday moments into a lasting bond

Jian Wang

Vice President,
Mengniu Group, Head of Key Account Development

Dairy is part of people’s daily routines and reflects what they want for their health and quality of life. A rushed breakfast or a quick break on a busy day deserves something nourishing. Mengniu looks forward to working with Taobao Instant Commerce on these everyday moments, bringing our product range, store supply, and consumer experience closer together, so that a one-off instant purchase becomes a regular habit and drives higher-quality growth for the brand.

Note: Brands are listed alphabetically by the pinyin of their Chinese names, letter by letter.

Brand Messages

Partnering on Trophy Moments to bring brand value to consumers right when it matters



CR Snow

Turning every toast into a deeper bond with consumers

Beer is part of the gatherings, celebrations, and downtime people look forward to. Truly valuable brand building means reading the emotions behind every raised glass and making high-quality experiences happen right on time. Snow Beer looks forward to partnering with Taobao Instant Commerce to become part of consumers' lives with products and content that fit each Moment, so that the thrill of watching a match and the joy of being together share a common brand memory, and to unlock new growth opportunities through continued collaboration.

Xiaodong Li

Vice President,
CR Beer,
General Manager,
CR Snow



Tsingtao Brewery

Let every gathering start with a pop, anytime, anywhere

A century of craftsmanship has always been Tsingtao's foundation, and instant retail gives us a reliable engine for growth. With its ecosystem traffic and delivery in minutes, Taobao Instant Commerce brings our century-old brand to every gathering in no time, ready for that satisfying "pop" as glasses are raised.
This year, we teamed up on an online and offline drinking celebration at the Qingdao International Beer Festival. Going forward, we will keep expanding our partnership across more drinking occasions, turning every instant delivery into a chance to connect emotionally with younger consumers, so that the joy of every gathering becomes a moment worth toasting.

Zhengguang Yan

Vice President,
Marketing,
Tsingtao Brewery

Note: Brands are listed alphabetically by the pinyin of their Chinese names, letter by letter.

Brand Messages

Partnering on Trophy Moments to bring brand value to consumers right when it matters



Yili

Bringing nutrition and great experiences whenever consumers need them

For consumers, nutrition means peace of mind when caring for family, a calm start to a busy morning, and the simple pleasure of something ice-cold. Yili aims to be part of these real, everyday moments with a wide range of products. Together with Taobao Instant Commerce, we look forward to turning consumer insights into products that are close at hand and quick to arrive, so that Yili is the brand people think of and choose the moment a need arises, earning their trust day after day.

Fei Ma

Vice President,
Yili Group



Mondelēz

Bringing the joy of snacking into every moment worth savoring

Snacks are small, everyday pleasures within easy reach, and a way for people to share their care for one another. When consumers want to reward themselves or add some fun to a gathering, brands have a chance to create warmer experiences in the moment. Mondelēz looks forward to partnering with Taobao Instant Commerce to spark inspiration through new products and content, letting easy ordering capture spur-of-the-moment cravings and turning fleeting delight into brand memories that bring consumers back.

Leslie Huang

Vice President,
Sales, Greater China, Mondelēz International

Note: Brands are listed alphabetically by the pinyin of their Chinese names, letter by letter.

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Brand Moment Methodology

I · DO · MOMENT

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PART 01

Instant Retail Overview



1.1 Overall market stays resilient; instant retail bucks the trend and leads in growth

With omnichannel growth under pressure, online FMCG retail stands out

FMCG Retail Market Size and Growth

FMCG Omnichannel | Value Sales YoY

-0.9%

MAT2606 vs. MAT2506

Offline	Online
-7.8%	+10.5%

Source: NIQ Retail Measurement (omnichannel, online, and offline); 86 offline and 68 online categories

Instant retail delivery orders keep climbing

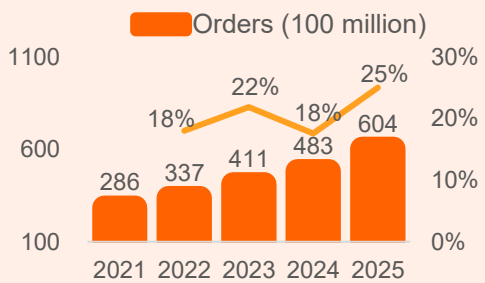
China Instant Delivery Orders and Growth

Instant delivery orders, 2026 (forecast)

72.42 billion orders

Instant delivery order growth, 2026 (forecast)

20%



Source: 2026 China Instant Logistics Industry Development Report

Explosive growth at leading platforms proves instant retail's room to grow

Value Sales of Leading Instant Retail Platforms

Leading Instant Retail Platforms | Value Sales YoY

+22.9%

MAT2606 vs. MAT2506

Source: NIQ Online-to-Offline (O2O) Research

Taobao Instant Commerce | Non-Restaurant Retail Orders YoY

3x

January–March 2026

Source: Taobao Instant Commerce platform data

1.2 Instant retail moves from 1.0 to 2.0

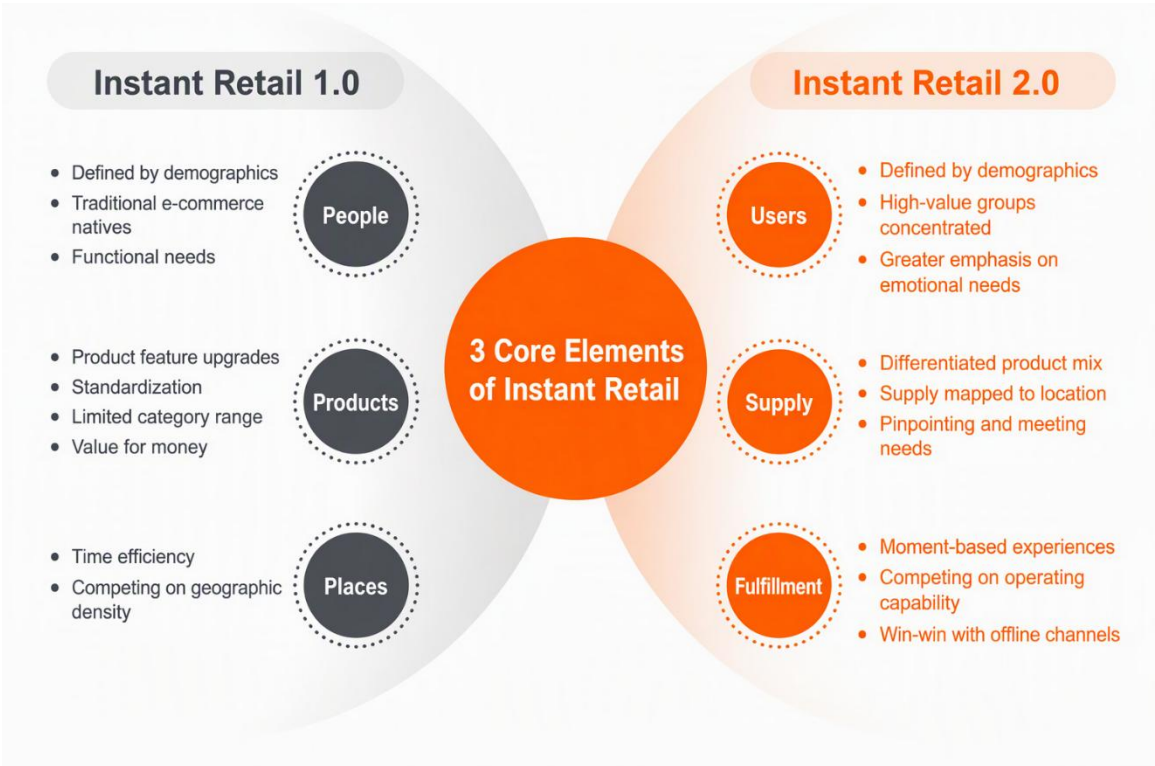
Instant retail's grid-based network is maturing

Scale of Taobao Instant Commerce Operations



Source: Taobao Instant Commerce platform data

Instant retail competition now centers on overall operating capability



1.2.1 User base expands; core users grow more valuable

Instant retail users exceed 500 million and keep growing

Instant Retail User Base

Active users: 556 million, +3.3%

As of December 2025

Source: CNNIC, The 57th Statistical Report on Internet Development in China

Taobao Instant Commerce User Base

500 million +

Annual active registered users

Source: Taobao Instant Commerce platform data

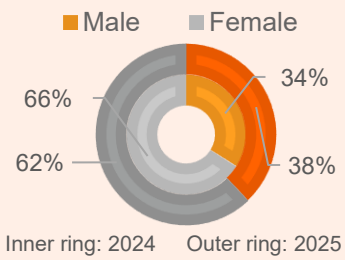
Who are they?

Consumers with more spending power set the pace

01 Women lead, men on the rise

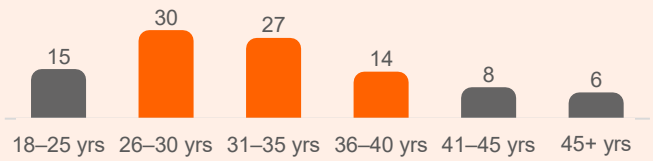
Women made up **62%** of users in 2025, forming the core consumer base

Men made up 38%, **up 4 pts** vs. last year



02 Post-85/90s core users lead demand

Users aged 26–40 make up a combined ***71%***

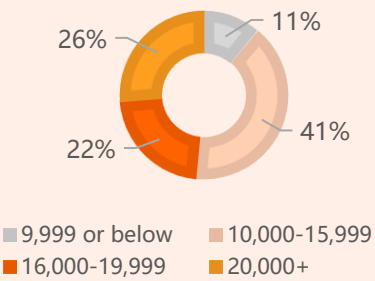


03 Higher-income households are more willing to pay for value

48% are from middle- to high-income households;

Professionals, technical staff, and managers at companies and public institutions account for 30%

They are more willing to pay extra to save time and enjoy a better quality of life



Average monthly household income: RMB 16,265

Source: NIQ, 2025 Annual Online Shopper Trends Study (N=4,814)

1.2.1 Emotion also drives instant retail purchase decisions

Chinese consumers' top 3 purchase drivers are all closely tied to emotion

77%

of Food & Beverage consumers look for indulgence or emotional value

- *Driven by a desire to relax and unwind*
- *To lift their mood*
- *To treat themselves*

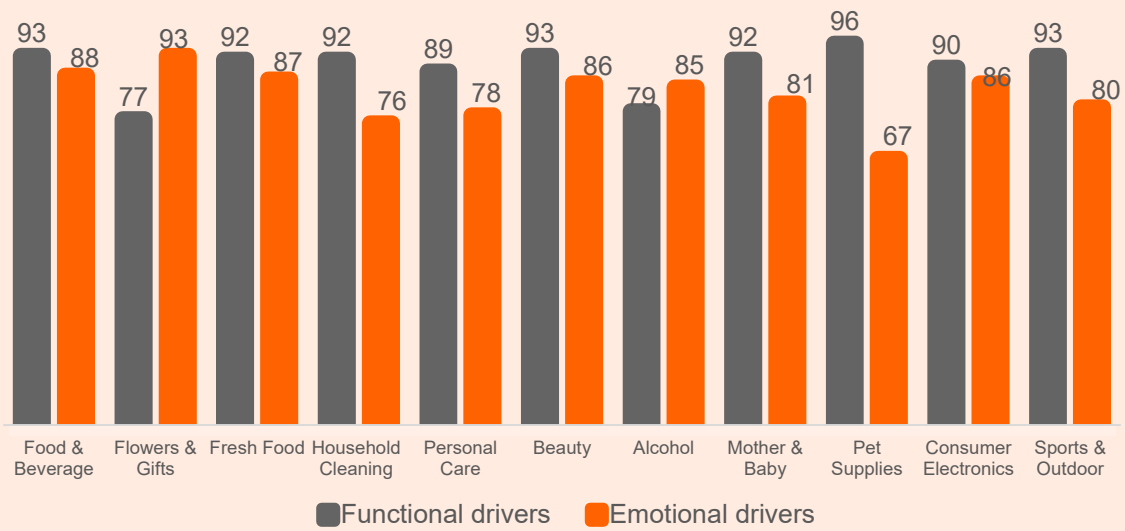


- **Shoppers' expectations of instant retail for leisure shopping are second only to those of new retail across all channels**

Source: NIQ, Guide to 2026: Top 10 Trends in China's Consumer Retail Market

Instant retail purchases are now driven by both function and emotion in every category
In Alcohol and Flowers & Gifts, emotional drivers even outweigh functional ones

Reasons for instant retail purchases in the past week



Source: NIQ 2026 Instant Retail Consumer Survey (N=2,551)

1.2.2 Restructuring the category mix: differentiation and premiumization go hand in hand

Instant retail builds a differentiated FMCG mix, and high-value, high-ticket products gain ground faster

Instant retail vs. offline

48%
Top 100 SKUs
Average overlap

Growth comes from SKUs unique to instant retail

81% of categories owe their growth to differentiated products

Differentiated premium products drive incremental growth

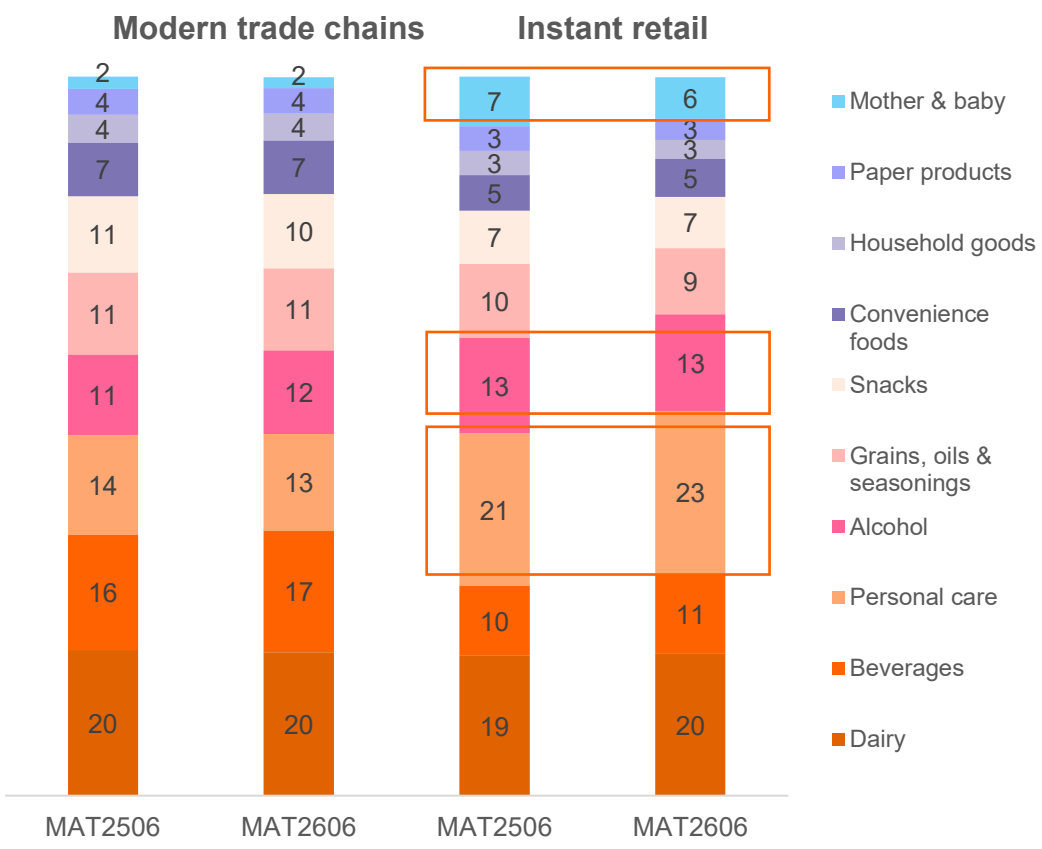
55% *(vs. LY +3%)*

Premium value share **+24.0%**

Source: NIQ O2O 2.0 Analysis, Top 100 SKUs by Category.
Price tiers: premium = PI > 120; mid/low = PI ≤ 120 (PI = Price Index)

Category mix raises channel value; strong categories set the channel apart

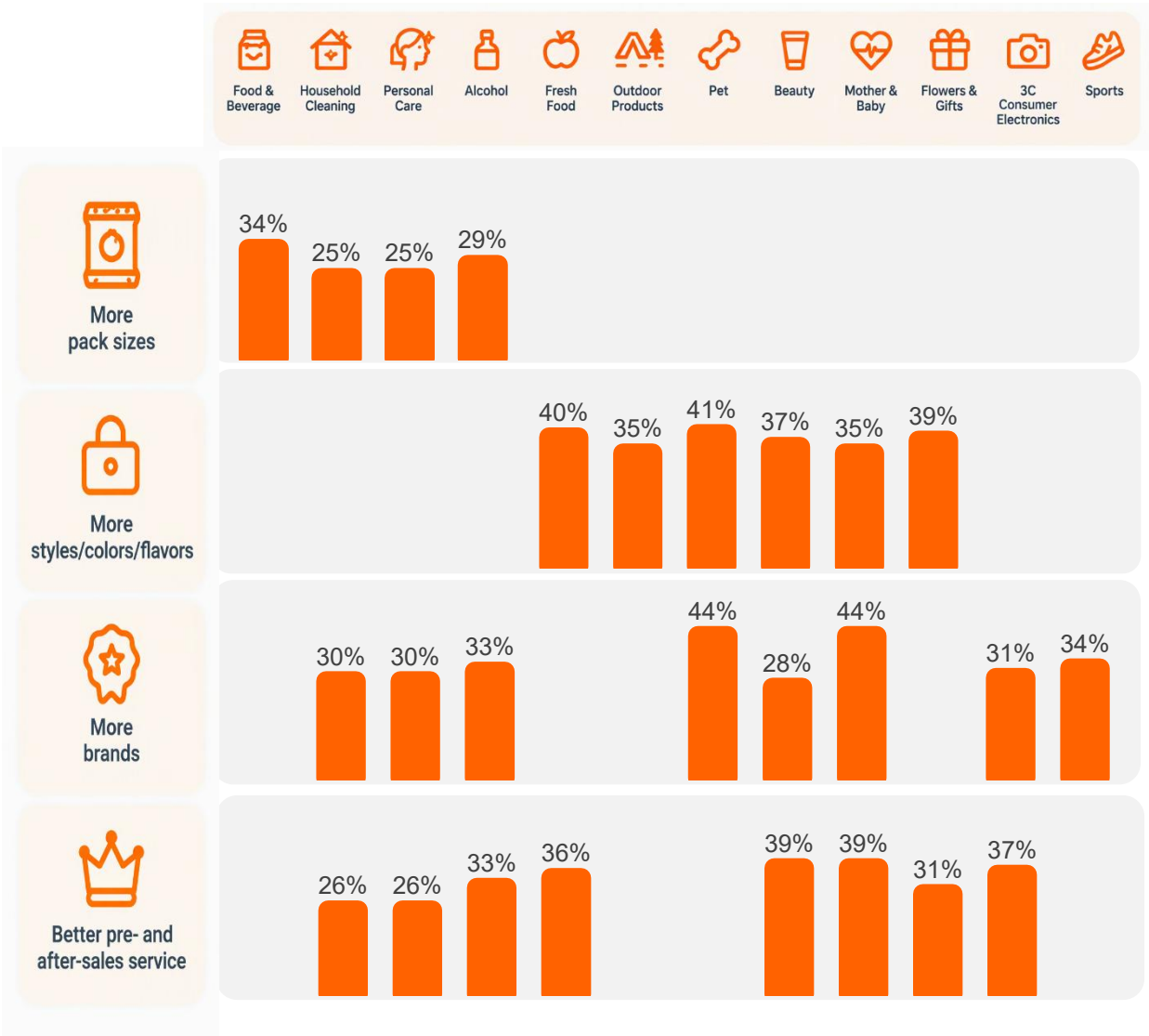
Major category | Value share MAT2506 vs. MAT2606



Source: NIQ Retail Measurement

1.2.2 Richer, more varied experiences are key to standing out in instant retail

Richer, more specific consumer needs remain untapped



Services to improve

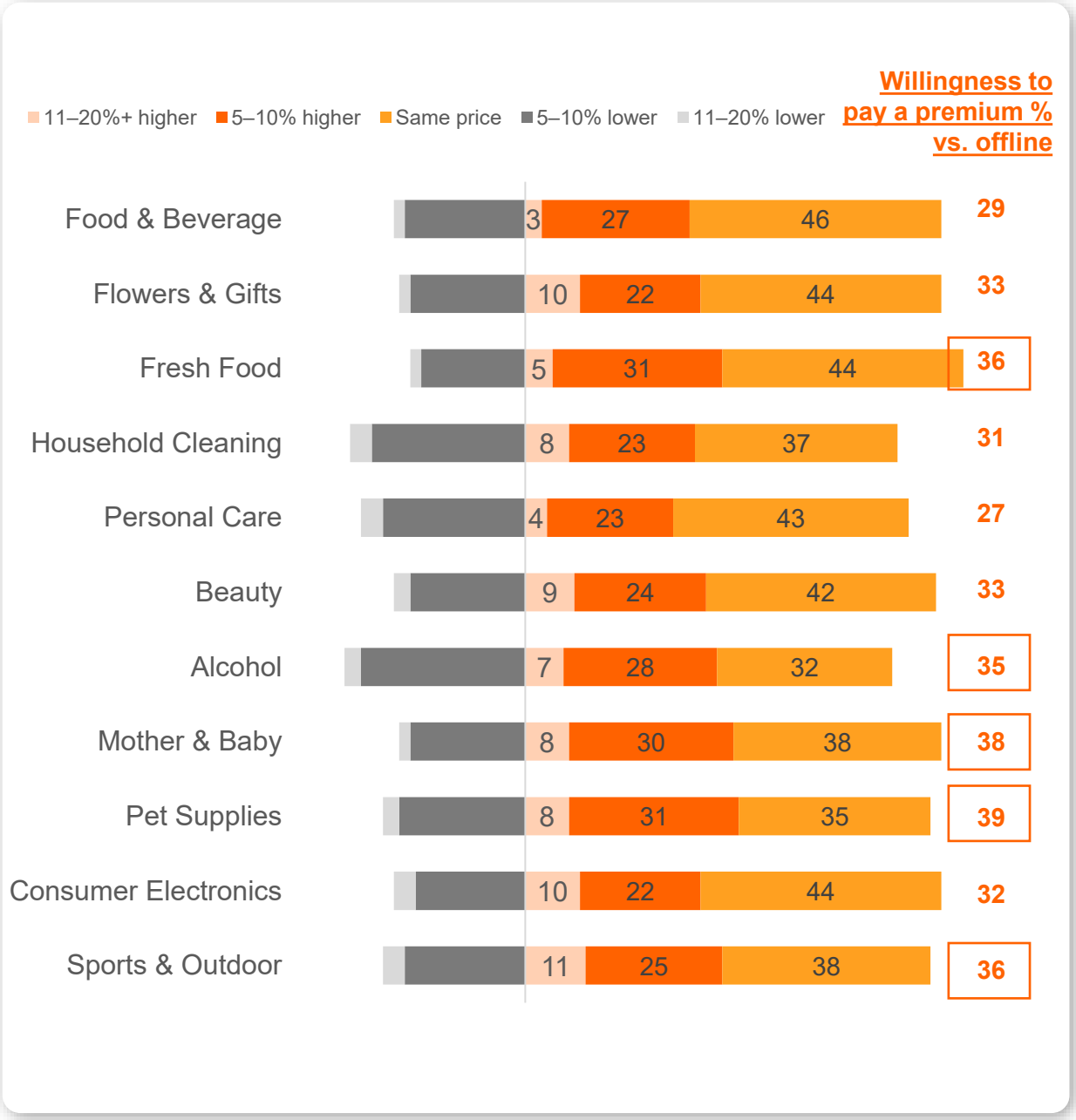
- Packaging not attractive enough
- Returns are a hassle
- Incomplete product info (e.g., ingredients)
- No option to try before purchase
- Chilled delivery
- No discreet packaging
- Less comprehensive warranty protection than in stores

Source: NIQ 2026 Instant Retail Consumer Survey (N=2,551)

1.2.2 A better shopping experience can command a premium

Shoppers will pay more in categories where reliability matters or spoilage is high

Willingness to pay for instant retail



Source: NIQ 2026 Instant Retail Consumer Survey (N=2,551)

1.2.3 As delivery speeds converge, competition shifts to overall strength

The edge now lies in end-to-end merchant support and smarter customer management

30-minute delivery is now standard

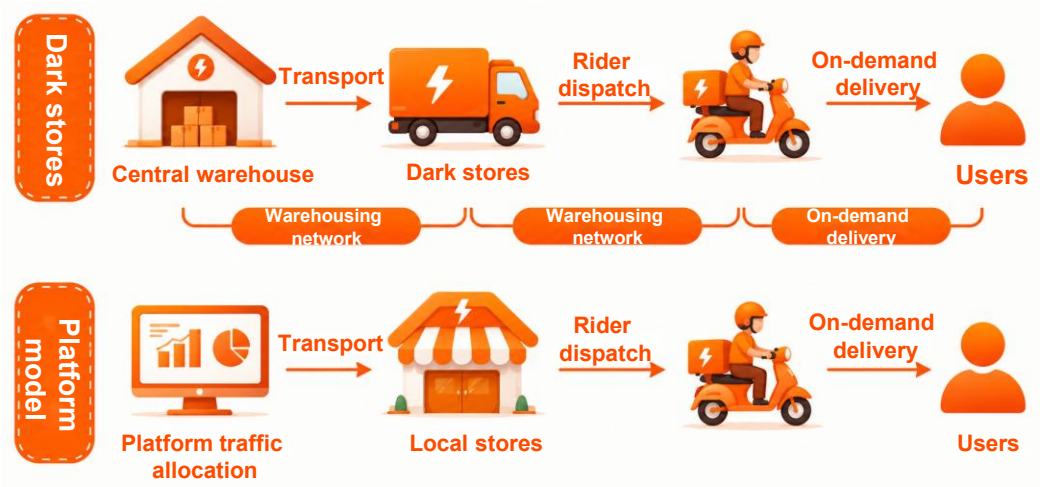
Average delivery time in Tier 1 and Tier 2 cities is as low as 28 minutes; the nationwide 30-minute delivery rate reaches 91.2%

Dark-store networks are now infrastructure

Public data show dark-store numbers growing over 100% a year on average

91% of retailers have adopted AI

Data-driven dynamic allocation of rider and inventory resources cut stockouts by 35% and fulfillment costs by 18%



Source: Publicly available data

Turning fulfillment into an experience means delivering with certainty

Drivers of instant retail platform satisfaction

TOP 1 *High product quality standards*

TOP 2 Good reputation/ trustworthy

TOP 3 *Seamless app experience*

TOP 4 *Wide brand selection*

TOP 5 *Fast delivery*

TOP 6 *Plenty of platform deals*



Source: NIQ 2026 Instant Retail Consumer Survey (N=2,551)

Instant retail 1.0: scenarios (space × time) drive essential needs and set the baseline for sales

Category distribution by scenario, past week

	Food & Beverage Dairy	Alcohol	Fresh Food	Household Cleaning Products	Personal Care Products	Beauty Products	Mother & Baby Products	Pet Products	Flowers & Gifts	Consumer Electronics	Sports Outdoors
Home	103 Meals	Solo drinking 116	Meals	120 Restock	117	86	Restock	Restock	87	77	69
Office	152	55	91	97	62	101 Restock	93	94	Gifting 120	146 Emergency	Emergency 70
Study	73	-	65	92	86	145	86	10	93	207	206
Travel	49	49	32	30	103 Emergency	171	Emergency 129	Emergency 129	73	119 Away from home	216 Away from home
Business travel	44	66	47	55	117	Emergency 224	97	22	119	198	138
Leisure & entertainment	87	94	38	42	54	101	91	99	Gifting 129 Social	Emergency 121	265 Emergency
Friends'/relatives' homes	54	Social 155	59	39	45	99	Emergency 145	Emergency 134	167	90	132

Category distribution by time slot, past week

		Food & Beverage Dairy	Alcohol	Fresh Food	Household Cleaning Products	Personal Care Products	Beauty Products	Mother & Baby Products	Pet Products	Flowers & Gifts	Consumer Electronics	Sports Outdoors
Week days	12–5 a.m.	93	Light buzz 110	45	78	Emergency 109	-	Emergency 209	Emergency 179	Emergency 112	Emergency 109	-
	5–7 a.m.	Breakfast 93	0	73	Emergency 109	92	309	85	70	19	89	145 Morning workout
	7–10 a.m.	100	23	82	97	139 Emergency	147	Emergency 109	46	160	Emergency 105	107
	10 a.m.–1 p.m.	Lunch 146	60	85	67	119	73	79	120 Restock/emergency	Gifting 111	100	65
	1–4 p.m.	Afternoon tea 124	45	69	95	81	Trying something new 112	95	111	111	Emergency 137	90
	4–7 p.m.	Dinner 114	66	155 Dinner	115 Restock	93	100	Restock 116	86	82	74	63
	7–10 p.m.	Late-night snacks 109	Late-night snacks 106	116	124	124 Emergency	Emergency 108	99	70	86	76	75
	10 p.m.–12 a.m.	97	Light buzz 102	45	59	104	98	Emergency 116	Emergency 119	Emergency 106	Emergency 115	Sports 103
Week ends	12–5 a.m.	Breakfast 93	Light buzz 207	35	Emergency 125	44	0	81	125	89	0	130
	5–7 a.m.	43	77	39	93	98	153 Emergency	136 Emergency	Emergency 139	83	Emergency 174	Morning workout 161
	7–10 a.m.	59	45	96	88	78	165	144	94	89	136	168
	10 a.m.–1 p.m.	97	88	133 Dinner	Stock-up 129	96	92	71	Restock 107	Gifting 103	96	90
	1–4 p.m.	83	88	111	99	89	Trying something new 112	Restock 120	92	92	Emergency 103	134
	4–7 p.m.	87	Dinner 130	88	89	89	89	97	Restock 129	Gifting 115	99	Travel 111
	7–10 p.m.	90	Late-night snacks 176	85	98	Emergency 113	68	82	104	98	100	108
	10 p.m.–12 a.m.	Late-night snacks 116	Light buzz 201	51	72	51	53	99	96	83	Emergency 104	Sports 112

TGI = [(Share of purchases in a given scenario/time slot ÷ share of all purchases in the same scenario)] × 100.
A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey (N=2,551)

Emotion-driven instant retail: emotion × space × state triggers needs and points to the best-fit category mix

Beyond scenarios, emotion, space, and state create countless units of instant demand: Moments

Instant recharge Food & Beverage/Dairy Fresh Food Consumer Electronics Home/office	**Peace of mind for moms** Pet Mother & Baby Food & Beverage/Dairy Home/travel	**A confidence boost, just in time** Beauty, Personal Care/Household Cleaning, Consumer Electronics Home/business trip
Refined, uncluttered living Personal Care Household Cleaning Home	**A relaxing break** Personal Care/Household Cleaning, Fresh Food/Food & Beverage, Alcohol Home	**Celebrate to the full** Alcohol Food & Beverage Home/entertainment
Timely rituals/instant purchases for gatherings Flowers & Gifts Alcohol Food/Beverages/Fresh Food Home/leisure/business trip	**Alcohol-free socializing** Alcohol Leisure/business trip	**A light buzz to unwind** Alcohol Home
Little luxuries as rewards Alcohol Personal Care Beauty Home	**Freedom without limits** Sports & Outdoor Consumer Electronics Food & Beverage/Dairy Outdoors/travel	**Effortless confidence** Consumer Electronics Personal Care/Beauty Outdoors/travel
See it, want it, own it Food & Beverage/Dairy Consumer Electronics Beauty Home/office	**Solo me-time** Beauty Consumer Electronics Home	**Peak productivity/ deal hunting** Food & Beverage/Dairy Personal Care/Household Cleaning Home/work & study

■ ■ ■ ■ ■ ■

Everyday satisfaction **Social recognition** **Self-affirmation**

Source: NIQ 2026 Instant Retail Consumer Survey (N=2,551)

2.0 Moment Model

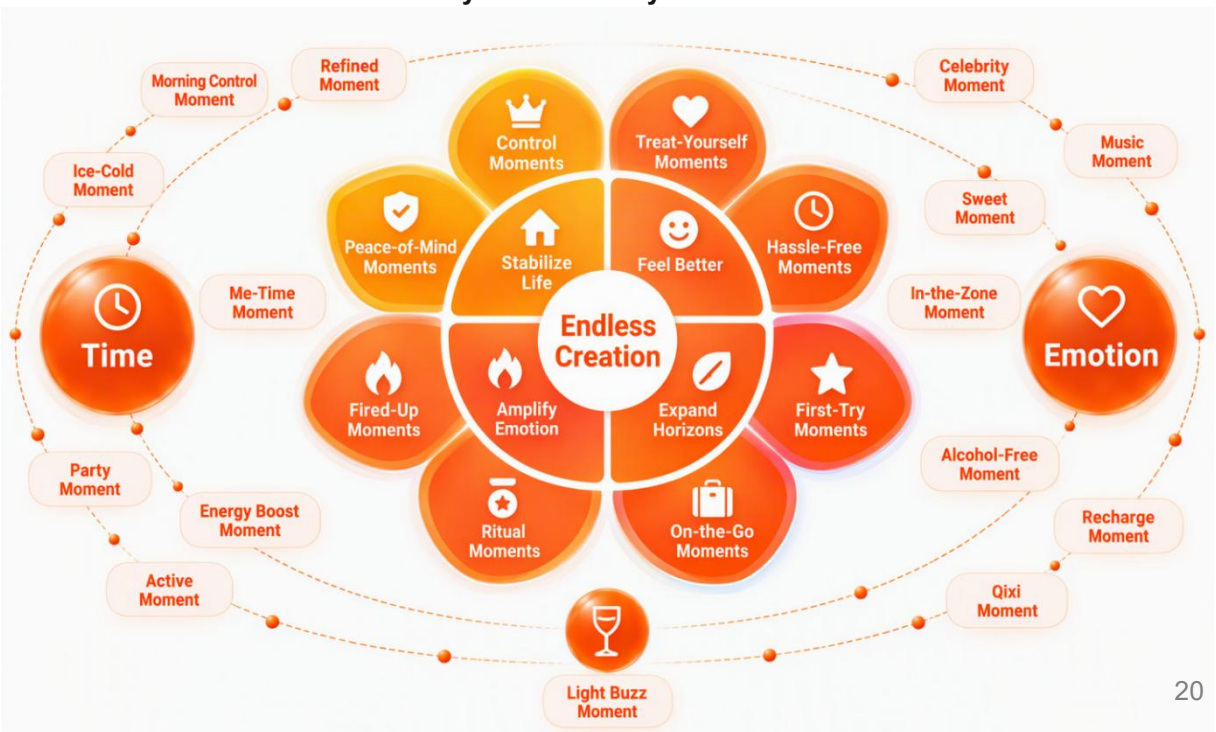
Layer 1 - Triggers: emotion leads, with space, time, state, and more playing supporting roles



Layer 2 - Need combinations: every mix of dimensions becomes a Moment



Layer 3 - 8 Priority Moments





PART 02

Moment Readiness

2.0 Moment Definition

Moments

—are the smallest units of consumer need at a given time, place, and emotional state

— are not fixed time slots; they shift with changes in consumers' time, place, and emotional state, taking countless forms

— can already exist or be continually created

Moment Characteristics

01	**Emotion is the main trigger—and it's immediate**	Space, time, state, and scenario play supporting roles Emotions are immediate and fade fast Joy needs amplifying, low moods need soothing, and anxiety needs easing, and these emotions are worth most in the moment. By tomorrow the mood may have passed, and the need with it, so users naturally want to complete the purchase right away.
02	**Infinite combinations**	Emotion, place, time, state, and scenario can form countless combinations Demand for the same category can come from completely different sources The same emotion can arise at different times and in different places
03	**Can be created**	The 8 priority Moments have been validated A new Moment = a name that sticks + the right supply mix + a delivery promise, all in place at once
04	**Actionable**	Starting from Moments and going beyond traditional scenario marketing, brands meet the urge to buy right now with products, content, benefits, services and measurement

Emotion sparks demand, Moments open the door, and instant retail builds the moat

2.1 4 themes, 8 priority Moments

4 themes set priorities; 8 Moments give brands high-potential emotional entry points into instant demand

Moments are not a fixed list but a dynamic system that keeps expanding and evolving

01 Stabilize Life
Risk & Order

Peace-of-Mind Moments 42%
Rising unease
The problem may worsen, so reassurance is needed immediately
Health care/safety protection

Top-Up Moments 10%
Sense of order under threat
Fill the gap now, or plans fall apart
Unexpected stockouts/task top-ups

02 Feel Better
Recovery & Relief

Treat-Yourself Moments 13%
Fatigue and stress build up
A treat and a breather needed now
Alone at night/small treats

Time-Saver Moments 11%
Chores keep draining energy
Lighten the load fast and relax again
Meals/one-stop shopping

03 Amplify Emotion
Excitement & Expression

Fired-Up Moments 21%
Excitement ignites instantly
Emotional peaks are brief; miss them and they cool
Matches/shows/group celebrations

Ritual Moments 30%
Relationships need to be affirmed
Occasions have deadlines; it must happen now
Festivals/anniversaries/gifting

04 Expand Horizons
Mobility & Exploration

On-the-Go Moments 15%
Changing plans and locations
The window for restocking is short, so needs must be met immediately
Commuting/business travel/outdoors

First-Try Moments 13%
Curiosity sparked
Trends and scarcity prompt instant trial
New products/influencer content/crossovers

Share of each Moment in the past week (orders for this moment ÷ total orders); multiple Moments allowed

Source: NIQ 2026 Instant Retail Consumer Survey (N=2,551)

2.1.1 The reassurance of knowing you will be looked after

Peace-of-Mind Moments



Audience Profile

Mainly aged 18–49; households with children/pets; people alone at night

Married with children	Age	TGI	Gender
TGI 105	18–25 yrs	115	
	36–40 yrs	104	Female TGI 106
	41–45 yrs	105	

Typical Scenarios

- Physical discomfort, e.g., during menstruation or due to seasonal skin allergies; no medicine, thermometer, heat patches, skincare at home
- Suddenly finding the baby formula or pet food has run out

Key Locations

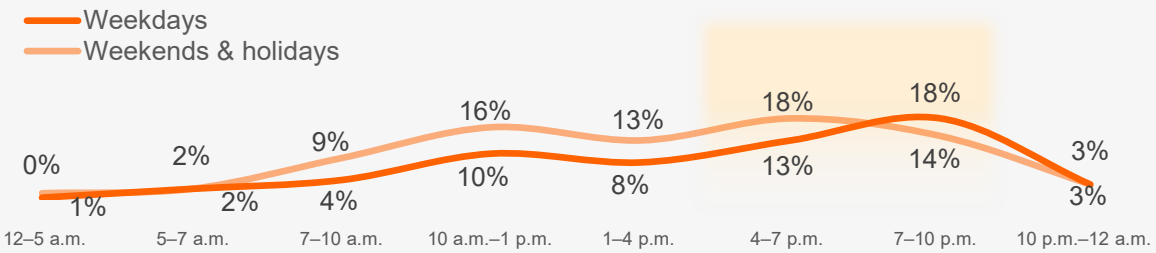
- Typical living and travel spaces such as homes, offices, hotels, and areas near hospitals

Consumer Expectations

- Timely delivery
- Trusted quality: genuine and compliant
- Simple, faster ordering

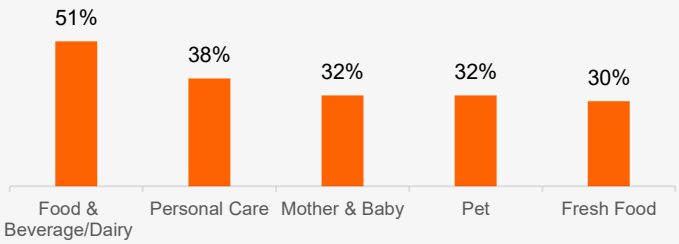
Peak Hours

Peaks from evening into late night, depending on when issues arise



Core Categories

- Mainly essentials: Food & Beverage, Personal Care, Mother & Baby, Pet Supplies, Fresh Food, etc.



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey. Sample size: N=673

Peace-of-Mind Moments

Not just a product, but silky comfort and the security of being looked after

P&G Whisper × Taobao Instant Commerce: New Product Launch

Tapping into women's need to feel secure during their period, the campaign put Whisper's new product front and center and used **Taobao Instant Commerce's female riders as the marketing** hook, **pairing media coverage with a product launch event** to keep the buzz building. It established the brand's Peace-of-Mind Moment and built word of mouth for the new Lyocell Silk line.

100 million+
Total impressions across all channels

>50%
Whisper Lyocell Silk new line value sales growth vs. prior period

>50%
Total Whisper AIPL* audience vs. non-campaign period

Peace of mind for Taobao Instant Commerce's female riders



Focused on female riders, then reaching women everywhere with the same needs





- **Custom emergency kits · reaching more women**

Custom Taobao Instant Commerce × Whisper period emergency kits for female riders; The launch event built anticipation and reached more women with similar needs

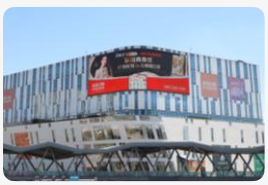



- **Rider Stations turned into emergency kit points**

Delivery-box stickers + period emergency samples at Rider Stations; Rider perks handed out at a Shanghai CBD pop-up





Outdoor ads put the new line in front of a mass audience; Social media stories and leading-outlet coverage spread the word

- **Brand × platform co-funded launch media**



Wide availability of quality stock, paired with launch offers; Driving fast adoption and conversion for the new line

- **Heavy in-app exposure for the new line**

Source: Taobao Instant Commerce operating data. *AIPL: the total audience across the Awareness, Interest, Purchase, and Loyalty stages of Taobao Instant Commerce's audience assets.

2.1.2 Filling the gap resets life: what arrives isn't just stuff, it's your routine

Top-Up Moments

10%
Orders for this moment ÷ total orders (past week)

Audience Profile

Mainly aged 26–45, skewing 31–40 (juggling family and work); mostly households with children; mostly women

Married with children	Age	TGI	Gender
TGI 104	26–30 yrs	100	Female TGI 106
	31–35 yrs	107	
	36–40 yrs	104	
	41–45 yrs	101	

Typical Scenarios

- Plans change suddenly; extra food or supplies needed
- Cleaning supplies run out
- Last-minute makeup restocking
- Men make up a larger share when replacing practical items, such as Consumer Electronics

Key Locations

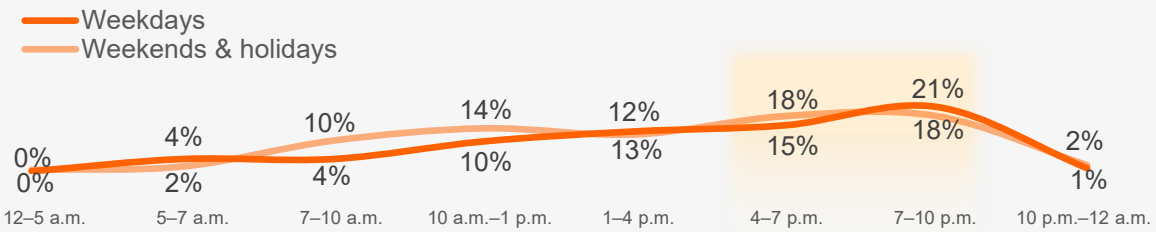
Mostly at home; extending to hotels, offices, etc.

Consumer Expectations

- Certainty: on-time delivery
- Backup options: substitutes if out of stock

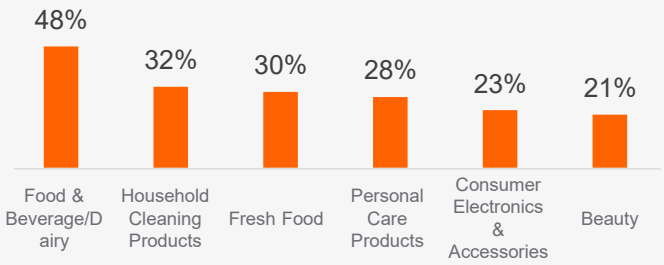
Peak Hours

Can arise any time of day; peaks on weekday evenings (after work), just before weekend meals, and the day before holidays



Core Categories

- Essentials that keep daily life running: Food & Beverage and Fresh Food for meals, Household Cleaning for chores, and Personal Care, Beauty, and Consumer Electronics for personal needs



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey. Sample size: N=252

2.1.3 Instant treats—emotional value delivered fast

Treat-Yourself Moments



Audience Profile

Even gender split; most active at 26–35; office workers

Married	Age	TGI	Gender
TGI 104	26–30 yrs	105	Female TGI 100
	31–35 yrs	108	
	41–45 yrs	100	

Typical Scenarios

- A fix for afternoon snack cravings
- A small pick-me-up when working late
- A mood boost while binge-watching at home on weekends
- Affordable little luxuries; being kind to yourself

Key Locations

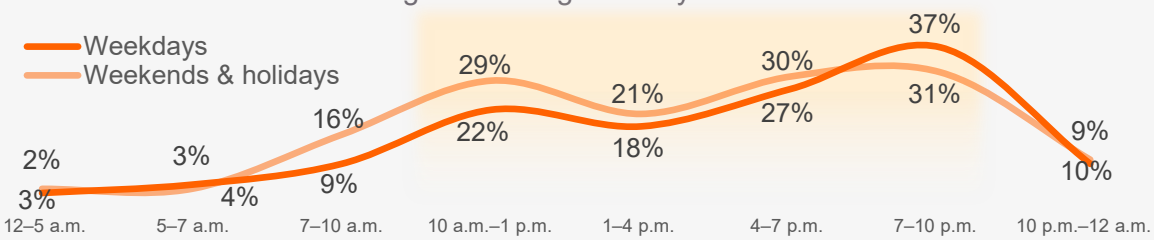
Home, the office, or a hotel on business trips; often sparked by time alone or casual socializing

Consumer Expectations

- Consistent quality: taste, temperature, intact condition
- Light commitment: small portions, more choice

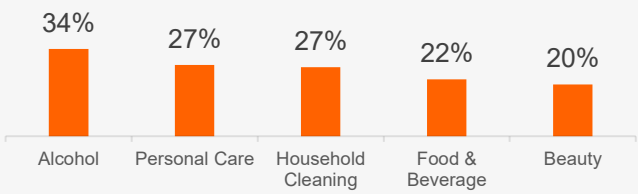
Peak Hours

Peaks at afternoon tea time and in the evening and late night after long workdays



Core Categories

- Alcohol leads, followed by Personal Care, Household Cleaning, Food & Beverage, and Beauty



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.
Source: NIQ 2026 Instant Retail Consumer Survey. Sample size: N=336

Treat-Yourself Moments | Instant treats—emotional value delivered fast



Joy on demand, beer on the way, a buzz right on time

Modern trade chains and instant retail | Value sales YoY, MAT2606



Beer

Instant retail **+17%**

Offline modern trade chains **+1%**

- *Don't wait for a big occasion—today's small wins deserve a toast*
- *Not to drown your sorrows, but to give your emotions a gentle outlet*
- *From tense workdays to a relaxed life, just one bottle away*
- *A night on your own deserves to be enjoyed, too*

Snow Beer × Taobao Instant Commerce: Owning the "Cheers Moment" with a buzz on demand

Taobao Instant Commerce and Snow Beer created the "Cheers Moment" around a new product + ice cup bundle. Backed by resources across every channel, it covered late-night snacking, solo drinking, and parties, turning fast delivery into moments to celebrate and unwind, and lifting new-product buzz, brand mindshare, and sales together.



Pinpointing high-potential shoppers with a fresh new product bundle
Efficiently capturing instant consumption peaks

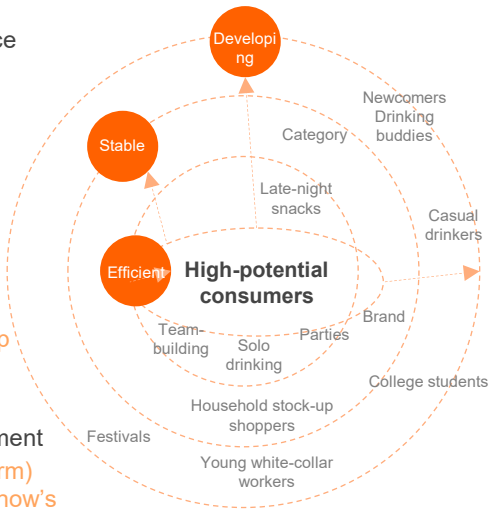


Building mindshare
Frequent messaging across every occasion to reinforce the brand's own Moment
Snow's official Weibo account, the Taobao main app, and the Taobao Instant Commerce app featured the "Cheers Moment" across all top placements, making it the Moment people link to Snow



Supply breakthrough
New product + ice cup bundle to own ice-cold refreshment all summer
Debuted the Snow 450 + ice cup bundle at Taobao Convenience Store, a ready-made pairing that sped up decisions and drove instant sales

Targeted influencer content
A network of influencers spreads the brand's own Moment
Partnered with RedNote (Xiaohongshu, lifestyle platform) influencers to build buzz for Snow 450 and promote Snow's 20:45 Moment, turning content into orders from target audiences



100 million+ PV
Total brand traffic across channels

+14%
Brand AIPL audience assets size vs. prior period

+18%
Brand GMV YoY

+106%
Hero new product GMV vs. prior period

Sources: NIQ Retail Measurement (Beer YoY, instant retail and modern trade); Taobao Instant Commerce operating data (all other figures)

2.1.4 Think less, run fewer errands, stockpile less

Time-Saver Moments

11%
Orders for this moment ÷ total orders (past week)

Audience Profile

Mainly aged 25–44, skewing married and female; People living in small homes

Married with children	Age	TGI	Gender
TGI 104	26–30 yrs	121	Female
	36–40 yrs	118	TGI 106
	41–45 yrs	100	

Typical Scenarios

- No more choosing and carrying heavy items—a lighter, freer life
- No need to stockpile household cleaning and personal care items, leaving more breathing room at home

Key Locations

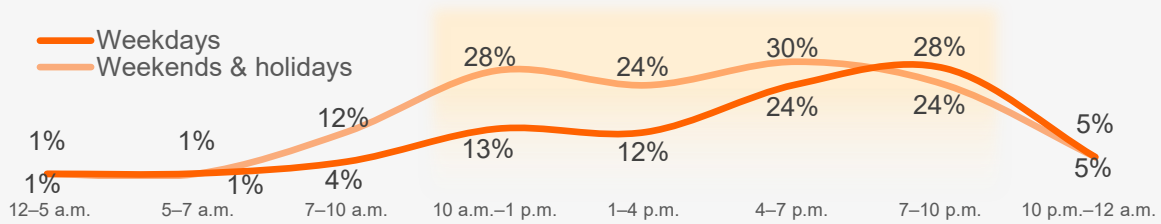
Home is by far the main location, followed by the office

Consumer Expectations

- Steady supply, delivered whenever needed
- Easy to manage, with subscriptions and repeat purchases

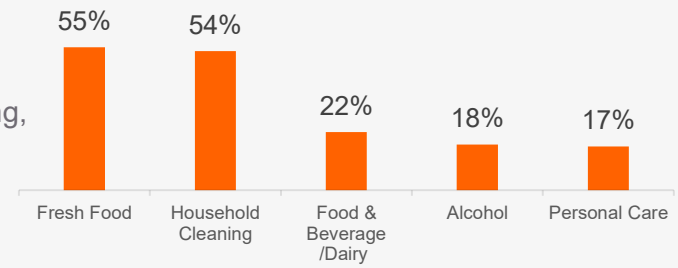
Peak Hours

Main consumption times: weekend afternoons into the night, and weekday evenings



Core Categories

- Heavy everyday essentials: Fresh Food, Household Cleaning, Food & Beverage, Alcohol, Personal Care



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey. Sample size: N=272

Time-Saver Moments | Think less, run fewer errands, stockpile less



No shortcuts needed in a busy life—everything arrives with ease, Time-Saver Moments every day

- **Breakfast top-ups** — *Rushed mornings, nutrition just in time*
- **Weekend stock-up** — *One-stop weekend shopping, with all essentials covered*
- **Office energy boost** — *Drowsy and drained? Recharge anytime*
- **Travel gear** — *However far you travel, it's just an order away*
- **Health care** — *Health and nutrition needs, reliably supplied*

Mengniu Group × Taobao Instant Commerce: A "Breakfast Moment" uniting food service and retail growth

Taobao Instant Commerce and Mengniu Group made breakfast the brand's own Moment. Combining a fixed occasion, strong offers, and instant delivery, the campaign made ordering Mengniu on Taobao Instant Commerce a breakfast habit. Convenience-store breakfast bundles brought the idea to life, meeting the need for a quick, hassle-free breakfast and boosting both brand mindshare and sales.

Cross-channel reach + strong all-category offers, taking the brand Moment mainstream, fast

Prime placements on Taobao Instant Commerce, plus strong incentives such as free orders and exclusive coupons, supported the campaign at every stage, from awareness and buzz to purchase.



Joined-up promotion on and off the platform, building momentum behind the Moment

Social channels worked together, with RedNote influencer posts, Weibo hot-search (trending list) topics, offline pop-ups, and more, for targeted marketing on and off the platform.



Food service × retail crossover, reaching new food service + retail shoppers

Tie-ups with Tianjin breakfast steamed buns and convenience-store breakfasts created a complete breakfast offer combining food service, retail, and instant delivery, putting the campaign right into people's morning routines.



+155%
Ordering users YoY (campaign period)

+780%
Brand sales on peak day, YoY

+350%
Brand orders on peak day, YoY

Source: Taobao Instant Commerce operating data

2.1.5 Celebrate now—the buzz can't wait; top-ups keep the party going

Fired-Up Moments



Audience Profile

Aged 26–35; skews slightly male (sports/esports); small groups of classmates or coworkers, young families getting together

Married	Age	TGI	Gender
TGI 95	26–30 yrs	110	Male TGI 108
	31–35 yrs	110	

Typical Scenarios

- Extra guests turning up for a match or show, mid-game top-ups, post-game celebrations

Key Locations

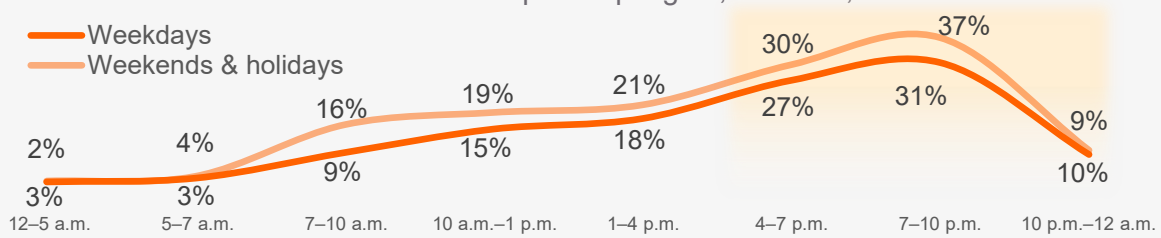
Home, friends' homes, hotels

Consumer Expectations

- Never run out: delivered on demand
- Complete the vibe: sets and bundles
- Group-friendly: large packs/bundles

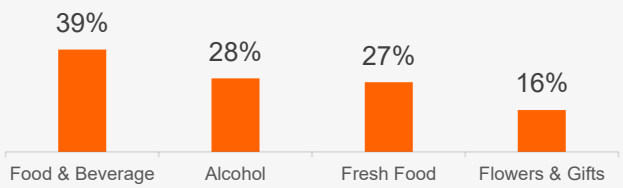
Peak Hours

Mostly evenings and nights, busiest on weekends; championship nights, concerts, etc.



Core Categories

- Mostly for group meals: Food & Beverage, Alcohol, Fresh Food, and Gifts, e.g., event merchandise



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey. Sample size: N=543

Fired-Up Moments | The buzz can't wait; top-ups keep the party going

Taobao Instant Commerce · Trophy Moments: Fired-Up Sports Campaign

More than just watching the game: Taobao Instant Commerce rode the tournament buzz with 12 major brands, including Pepsi, Master Kong instant noodles, Mizone, Mengniu Group, Carlsberg, Yili, Snow Beer, Mondelēz, Tsingtao, Chi Forest, Coca-Cola, and PepsiCo Foods, from the excitement in stadiums to celebrations across cities. It rolled out Moment Offers and scheduled in-app games, and used city events, specialist media and social media to keep the conversation going and amplify local marketing, lifting brand, performance, and sales for every partner brand throughout the tournament.

300 million+
campaign impressions

Peak sales
reached in multiple brand campaigns

Triple-digit growth
in multiple sales and order metrics, YoY



- Scheduled Moment Offers +
- Free-order games +
- Brand limited-time perks +

Watching the matches this summer? Search "Trophy Moments" on Taobao Instant Commerce and get every Fired-Up Moment delivered in an instant!



Social media buzz

Topics regularly trended on Weibo while RedNote influencers built buzz; coverage in business and consumer media raised the campaign's industry profile



Big offline events throughout the tournament

From the Chongqing Metro during the 618 shopping festival and Dragon Boat Festival to the closing Super Bazaar in Shenzhen, major offline events ran throughout, reaching 10 million+ users



Crossover in every setting

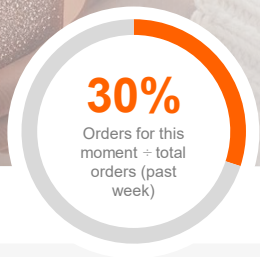
Stickers turned riders' delivery boxes into mobile billboards; co-branded shopping bags, Trophy Moments-themed stores, and more created standout Trophy Moments



Source: Taobao Instant Commerce operating data. Cases shown are a selection of partner brands in the sports campaign.

2.1.6 Joy right away, with thought and a sense of occasion

Ritual Moments



Audience Profile

Mostly aged 26–40; a mix of men and women; Keen to nurture work and family relationships

Married	Age	TGI	Gender
TGI 100	26–30 yrs	110	Female TGI 102
	36–40 yrs	110	

Typical Scenarios

- Solar-term customs, festival gifting, extra guests at meals, last-minute gifts before dates

Key Locations

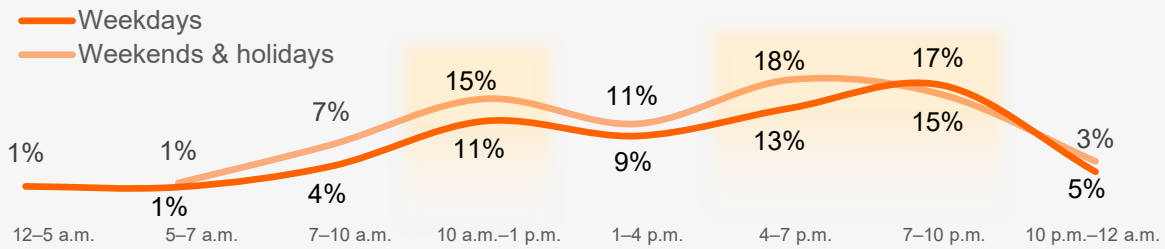
Home, office, hotel banquets

Consumer Expectations

- Presentable: attractive, intact packaging
- On-time delivery
- Extras: personal messages and a sense of occasion

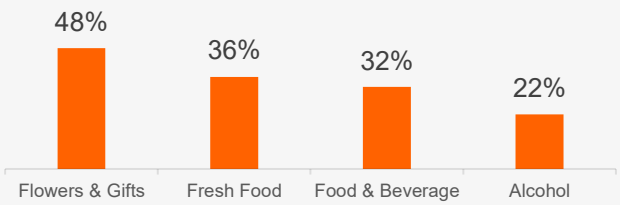
Peak Hours

Orders spread evenly from midday into the night



Core Categories

- Flowers & Gifts is by far the leading category, followed by Fresh Food, Food & Beverage, and Alcohol



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey. Sample size: N=768

Ritual Moments | Joy right away, with thought and a sense of occasion

Moments that matter, met instantly— everyday life feels warmer



- **Weekend getaways** — *Inspiration strikes, and plans turn into action right away*
- **Surprise gestures** — *No special reason needed—show you care, right on time*
- **Match-night fun** — *Keep the fun going and the cheers getting louder*
- **Family reunions** — *Bringing loved ones together for a warmer reunion*
- **Setting off** — *Get ready for the journey ahead and turn anticipation into action*

Mondelēz × Taobao Instant Commerce: "Start of Autumn Moment"

Tapping into the traditions of China's solar terms, the "Oreo & Stride: The First Sweet Bite of Autumn" and "Autumn Outings, Snacks Along for the Ride" campaigns tied the brands closely to the change of season. Top placements on both the Taobao main app and the Taobao Instant Commerce app put the message in front of consumers, helping Mondelēz and its featured brands Oreo and Stride establish a brand Moment and lift both brand and sales.

Sales event tie-in to own the season

Prime exposure on the Start of Autumn sale page
Full coverage of the key retail shopping journey



Offline media in key cities

Synchronized ads on three landmark screens in Jing'an, Shanghai
Top of mind with core shoppers around Mid-Autumn Festival



Star power drives conversion

Brand ambassador Wang Xingyue delivered interactive surprises
Faster conversion among fans



300 million
total impressions

+12%
Brand awareness audience vs. prior period

+31%
Peak single-day sales YoY

Source: Taobao Instant Commerce operating data

Ritual Moments | Joy right away, with thought and a sense of occasion

The right gifts and treats, right away—so every moment worth celebrating is enjoyed to the full



- **Festival celebrations** — *Even last-minute plans come together, making special days more meaningful*
- **Celebrating wins** — *Reward every step forward—small wins deserve a big celebration*
- **Birthdays & anniversaries** — *Make the special day count and create memories that last*
- **Time with friends** — *Even spur-of-the-moment gatherings can be a blast, with no regrets*
- **Me time** — *Make a little time for yourself and find small joys in ordinary days*

Mars Snacking × Taobao Instant Commerce: "Qixi Moment"

Taobao Instant Commerce Trophy Moments and Mars Snacking created the "Qixi Moment" around gifting for Qixi Festival (Chinese Valentine's Day).
With refreshed products, crossovers, and cross-channel marketing, they made the brand the go-to way to show affection, while driving a surge in brand sales during Qixi.

Product refresh

Gave Qixi gifts a fresh art-frame look and partnered with the V&A Museum on co-branded IP, using refreshed products and merchandise to drive engagement efficiently.



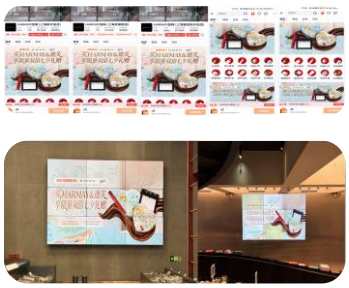
Crossovers + cross-channel reach

Integrated beauty, designer toys, and flowers into occasion-based offerings; paired RedNote content with outdoor ads in Tier 1 cities to drive high-impact, omnichannel exposure



Double gifts for Qixi

Teamed up with beauty brand HARMAY to drive gift redemption in 5 key cities



100 million+
Total impressions

+242%
Dove sales YoY on August 19 (Qixi Day)

Best day of the fiscal year
for Dove sales on Qixi

Source: Taobao Instant Commerce operating data

2.1.7 Go further, with everything you need within reach

On-the-Go Moments



Audience Profile

More even gender split than average; more under-30s and 41–45s

Single	Age	TGI	Gender
TGI 105	18–25 yrs	107	Male
	26–30 yrs	110	TGI 110
	41–45 yrs	110	

Typical Scenarios

- Picking up gear for out-of-town trips
- Buying personal care items on business trips and toiletries at hotels
- Top-ups at scenic spots: sunscreen and rain gear

Key Locations

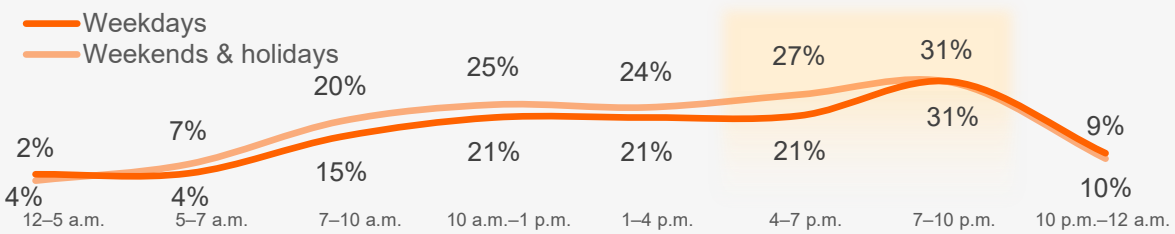
More diverse occasions than overall: schools, entertainment venues, business trips, travel, friends' homes, etc.

Consumer Expectations

- Quality assurance: standardized, predictable
- Plenty of brands to choose from
- Saves time: less searching and comparing

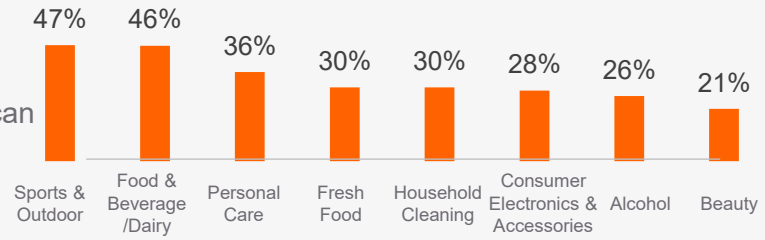
Peak Hours

Orders spread evenly from midday into the night



Core Categories

- Everything from food and drinks to fun, so shoppers can travel light



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey Sample size: N=371

On-the-Go Moments | Go further, with everything you need within reach

Head out anytime, with your essentials along and you at your best

The further you go, the more you want to look and feel your best

- *Last-minute getaway? Sunscreen's on its way*
- *Last-minute date? Your makeup's covered*
- *Late night at work? Skin repair, right on time*
- *Holiday gathering? Gifts sorted, fast*





Chando × Taobao Instant Commerce: The "Chando Moment" for life on the go

In June 2026, Chando teamed up with Taobao Instant Commerce on brand marketing for the first time, co-creating the "Chando Moment," centered on after-sun repair for skin after time outdoors, with the goal of making Taobao Instant Commerce the go-to place to buy Chando at set moments.

Reshaping people, products, and places Brand, performance, and sales in one



People: star power drawing the crowd

Exclusive perks and interactive activities converted fan engagement into sales

Two brand ambassadors raised the campaign's profile and drew fans in; celebrity perks and interactions then turned fan attention into traffic



Products: building buzz off-platform

From broad reach to deeper buzz: brand and performance working together

Promoted Chando products and the platform campaign through summer after-sun repair content; a high-reach joint media campaign extended engagement to off-platform audiences



Places: driving sales on-platform

Connecting search, recommendations, checkout, and after-sales to drive peak sales

Full in-app exposure, top offers on seasonal bestsellers, and interactive games covered every in-app touchpoint, turning impressions into traffic and sales



30,000+
participants in dedicated campaign activities

+180%
Growth in brand audience (AIPL) vs. prior period

+3,000%
Brand GMV on peak day, YoY

Source: Taobao Instant Commerce operating data

2.1.8 Novelty sells when it's easy to try

First-Try Moments



Audience Profile

Overrepresentation of people aged 18–25 and 36+, as well as men; greater interest in consumer electronics and stronger influence from social media

Single	Age	TGI	Gender
TGI 105	18–25 yrs	103	Male
	36–40 yrs	107	TGI 110
	41–45 yrs	139	

Typical Scenarios

- New product launches
- Social media buzz
- Recommendations from friends

Key Locations

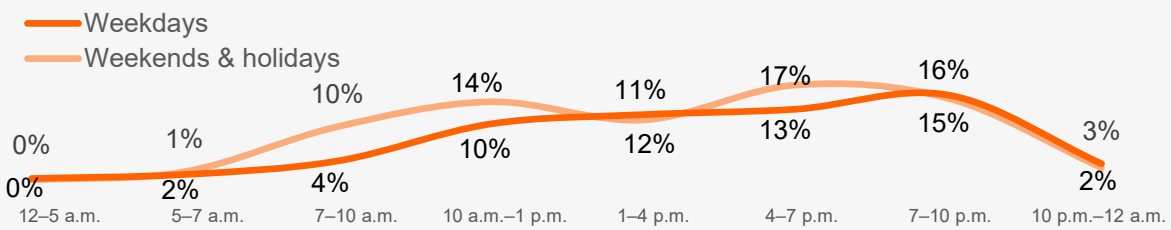
Mostly at home; offices, travel, and time with friends are all above average

Consumer Expectations

- New products online and in stores at the same time
- Trial sizes and other easy ways to try
- Reviews that make trying less risky

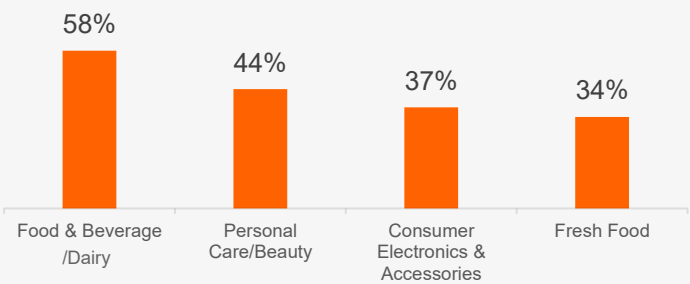
Peak Hours

Orders spread evenly through the day: impulse buys can strike anytime



Core Categories

- Food is what everyone likes to try first; men lead in Consumer Electronics, women in Personal Care and Beauty



TGI = [(Number of respondents with a given characteristic at this moment ÷ total respondents at this moment) ÷ share of that characteristic among all respondents] × 100. A TGI above 100 indicates a clear over-index.

Source: NIQ 2026 Instant Retail Consumer Survey. Sample size: N=344

First-Try Moments | Novelty sells when it's easy to try

Ambrosial × Taobao Instant Commerce: A "Celebrity Moment," new product and merch spark a local craze

Taobao Instant Commerce Trophy Moments partnered with Ambrosial and its brand ambassadors, including Bai Lu, Song Yuqi, and Wang Anyu, to create the "Ambrosial Celebrity Moment" and take the new Whole Blueberry product mainstream.

A "one city, one celebrity, one week" rollout brought city pop-ups and landmark big-screen ads, and free celebrity ice-pop molds with orders prompted fans to buy instantly while drawing in a wider audience. Built on how fans follow stars, try new things, and share online, the campaign made "see a celebrity's pick, buy it on Taobao Instant Commerce" a habit, making Taobao Instant Commerce fans' go-to place to try new products instantly.

Convenience stores · custom new-product tie-up

One city, one celebrity, one week · free ice-pop mold with every order; Available at FamilyMart, 7-Eleven, Lawson, and more



Offline experiences fans love spark viral content online

Pop-ups bring the brand to local shoppers
Topics trended online









Traffic surge across every account · social media buzz

RedNote becomes a hit-making machine
User posts join the conversation

Celebrity ads on big screens · outdoor and in-store ads combined

One city, one celebrity, one week
Suzhou, Chengdu, Chongqing:
1 million+ impressions

300 million+
Total impressions

Peak sales
for the brand, following the World Cup

+45%
Brand sales on peak day, YoY

TOP 3
on the city's trending list

Source: Taobao Instant Commerce operating data

Trophy Moments | Unlock more Moments—see it, love it, cook it now



Taobao Instant Commerce Shangou Theater × Youku's *Game of Flame: Battle of 100 Chefs* Ecosystem crossovers create a "watch it, buy it" variety-show Moment

Building on the popular habit of watching variety shows at home, Taobao Instant Commerce Shangou Theater teamed up with Youku, using *Game of Flame: Battle of 100 Chefs* as the core content IP and bringing in brands such as Lee Kum Kee, Arawana, Wahaha, and Chen Keming. Together they ran **a three-part crossover campaign combining reach among show viewers, joint brand promotion and amplification across the ecosystem,** creating a new model that links show viewing with instant retail, **taking viewers from watching the show to learning the recipe to buying instantly.**

The project tied the show closely to instant retail, so viewers could go from "I want that" to placing an order at every high point, making "watch it, buy it" a habit.

Taobao Instant Commerce Shangou Theater × Lee Kum Kee A long-term campaign pairs variety shows with instant retail to drive brand, performance, and sales

Lead brand Lee Kum Kee worked with Taobao Instant Commerce on both a shared multi-brand zone and a dedicated brand zone. The show sparked interest and cooking ideas, while in-app links to Fresh Food completed the cross-category journey, turning every highlight of the show into a growth moment for the brand and sustaining long-term sales.



Star power · personalized recommendations
Custom brand bundles × long-term support

- 2+ months of all-out platform promotion
- Steady brand exposure
- A growing base of engaged shoppers

Variety-show boost · joint promotion
Multi-brand crossovers driving brand, performance, and sales

- Joint promotion on Taobao Instant Commerce + Youku
- A complete marketing funnel, end to end
- Seamless link between content and transactions



Cross-channel reach · city-wide impact
Online + offline × a network of top resources

- 3 cities: landmark outdoor and in-store ads
- Influencer posts drive a social media surge
- Brand message heard everywhere

Deep customization · merchants on board
Platform × brand × merchants, working together

- Official launch across platform + brand accounts
- Merchants amplifying the push
- Platform and brand-owned channels together boosting sales

100 million+
On- and off-platform impressions

Second-best day of the fiscal year
for brand sales

+77%
Sales growth on the main campaign day

Source: Taobao Instant Commerce operating data

Trophy Moments | Unlock more Moments—get together now, enjoy without the wait



During the Qingdao International Beer Festival, locals and tourists slept by day and spent by night

People now buy food to go with their drinks

Shoppers top up whatever's missing more often

With frequent shows and matches, people want to buy it and get it right away



Taobao Instant Commerce Trophy Moments × Qingdao International Beer Festival: Custom Campaign

Under the Trophy Moments banner, Taobao Instant Commerce turned the beer festival's biggest highs into instant-purchase Moments it could actively run, so every "I want it now" during the festival was met on the spot.

Joint ads across the city
Reaching visitors at every step of their trip

1,000+ media placements across Qingdao, one of summer's hottest travel destinations, for a total reach of 100 million+



Official media coverage and influencer reach
Amplifying the buzz

Coverage by Qingdao Morning Post and other official local media + on-site influencers + post-event buzz that reached a wider audience again



Taobao Instant Commerce + regional supermarkets
Retail & dining traffic boost each other

The Beer Festival campaign launched on Taobao Instant Commerce, with regional supermarkets in Qingdao joining forces to amplify the campaign



5 retail brands took turns activating at the Qingdao International Beer Festival Reaching shoppers in the mood to party





Yili Youngsuanru × Ice Factory Duo
Ice-Cold Moment

Tsingtao Brewery Tsingtao Moment





Doublemint Doublemint Moment





Mengniu Ambient Recharge Moment





1 billion+
Total multi-brand reach

15 million+
New users added to the AIPL audiences of 5 sub-brands

GMV +71%
5-brand average on peak day, YoY

Source: Taobao Instant Commerce operating data

Trophy Moments | Unlock more Moments—get what you love, right now

The music economy drives spending—young people turn music buzz into instant purchases

Concerts, music festivals, and other large commercial shows (5,000+ attendees) | China Association of Performing Arts

One show drives nearly 7x spending

January–December 2025

220 billion
Revenue generated in dining, shopping, and more

6.85
Average multiplier on other spending

Music buzz keeps rising in 2026, with strong potential

January–June 2026

+20%
Audience size YoY

+18%
Box office revenue YoY



Pepsi × Taobao Instant Commerce: The "Music Moment"
A short path from emotional trigger to instant delivery turns buzz into sales, fast

Pepsi teamed up with Taobao Instant Commerce, using its "Thirsty for More" music gala IP as the main growth driver, and artist perks and limited-edition music cans as products that doubled as content, to create intense emotional peaks. Backed by Taobao Instant Commerce's nearby supply and instant delivery, the campaign captured emotion-driven demand on the spot and built a short path from content buzz to instant order to on-demand delivery, efficiently turning buzz into instant purchases.



Buzz

Two IPs in sync: amplifying emotional triggers
Taobao Instant Commerce's Trophy Moments × Pepsi's Thirsty for More: together, more buzz than either could create alone

Audience

Artist boost: targeted reach into fan communities
Star power broke through the barriers between broader merchandise-buying and celebrity-fan segments, efficiently reaching high-potential audiences





New products

Limited products: scarcity sparks instant desire
Limited editions such as music cans and superstar cans doubled as content, using their shareable appeal to boost buzz and urge to own one

Conversion

Perks that close the sale: the final push from interest to order
Limited perks such as can prize draws and music festival tickets created a fear of missing out and sped up conversion



320 million+
Total campaign impressions

Second-best day of the fiscal year
for Pepsi sales

51%
Share of organic sales driven by the IP

Sources: China Association of Performing Arts, 2025 and 1H2026 briefings (large-scale commercial performances); Taobao Instant Commerce operating data (all other figures)

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PART 03

I · DO · MOMENT

Brand Moment Methodology

Identify Design Own

Brands should seize consumers' Moments, using instant retail to meet—and even create—Moment needs

3.0 I · DO · MOMENT Brand Moment Methodology

It starts the moment an emotion is triggered: Identify, Design, and Own Moments, then build Moment Assets

Not just selling products—meeting what consumers feel and need in the moment

I IDENTIFY

Identify Moments

Pinpoint the Moments worth building for the brand, drawing on essential needs in each scenario, emotional resonance, shopper mindsets, and trigger signals

Output: brand-owned Moments

D DESIGN

Design Moments

Turn Moment insights into a complete plan: product and perks that stir emotion, the marketing to match, and the supply and fulfillment behind it

Output: a ready-to-run Moment playbook

O OWN

Own Moments

Check whether consumers think of the brand first, choose it, and buy it again when similar feelings return

Output: brand preference

MOMENT ASSET | Moment Assets

Build a library of emotions, scenarios, trigger signals, and playbooks

Brands keep a running record of effective Moments, core audiences, product and benefit mixes, touchpoints, regions, and timing, plus mindshare and sales results.

3.1 Food & Beverage - I · DO · MOMENT



Focus: Cravings Met Now, Parties Kept Stocked, and Treats That Lift the Mood

> **Category opportunity:** Food & Beverage is an everyday staple of instant retail, covering daily restocking as well as breakfast, afternoon tea, late-night snacks, match nights, parties, and treats that lift the mood. The biggest growth opportunity lies in moving shoppers from single-item purchases to meal solutions and mood-boosting bundles

I.DENTIFY - Identify Moments

- **Time-Saver Moments**
- **Treat-Yourself Moments**
- **Top-Up Moments**
- **Fired-Up Moments**

D.ESIGN - Design Moments

Product Mix

- Breakfast bundles
- Afternoon tea bundles
- Party bundles
- Match-night bundles
- Picnic and day-out bundles

Moment Offers

- Coupons for set times of day, e.g., afternoon tea deals
- Game-day perks in three stages: stock up before kickoff, top up mid-game, celebrate at the final whistle
- Meal deals for groups, money off a second item, and bundles that mix categories
- Member subscriptions for breakfast or office snacks

Content & Communication

- Build mindshare with messages like “Eat now,” “Cheers, right now”, and “Keep the party going in one tap,” tied to emotions (sports events, working late, binge-watching, time alone), the calendar (solar terms, seasons, festivals) and lifestyles (office breakfasts, late-night snacks, weekends at home)
- Build buzz for Moments through influencers, social platforms, and on-platform placements

O.WN - Own Moments

- Create brand-owned Moments around meals and occasions
- Measure Moment Assets by repeat purchases, bundle uptake, Moment-related searches, and peak-hour sales

3.2 Flowers & Gifts - I · DO · MOMENT



Focus: Showing You Care and Marking the Occasion

Category opportunity: Purchases of flowers and gifts are highly emotionally driven. Their primary value lies not in product function, but in expressing relationships, marking occasions, and conveying thoughtfulness at the right moment. The key is to enhance the sense of appropriateness, certainty, and personalized expression

I.DENTIFY - Identify Moments

Ritual Moments

Treat-Yourself Moments

D.ESIGN - Design Moments

Product Mix

Design products and bundles around the occasion or the recipient, e.g.:

- Don't show up to a date empty-handed: small bouquets
- Birthday gifts that arrive on the day: flowers + cake
- Get-well gifts: flowers + fruit or health supplements
- Office parties: bouquets + desserts + drinks
- Qixi gifts for a loved one: flowers + chocolate + fragrance
- Last-minute gifts: ready-wrapped and delivered fast

Moment Offers

Use delivery and service extras to show you care, e.g.:

- Card writing; personalized messages; gift boxes; delivery and pickup on the sender's behalf; prices hidden from the recipient; scheduled delivery; photo check before delivery, etc.

Content & Communication

Plan content around key occasions, e.g.:

- Pre-festival warm-up: early buzz and pre-orders
- On the day: highlight “Order now, delivered on time”
- After the festival: anniversary reminders and monthly flower subscriptions to drive repeat orders

O.WN - Own Moments

- Make the brand synonymous with gifts that look good and arrive on time
- Track on-time delivery, how often gifts are bundled, share of festival searches, repeat purchases, and average order value

3.3 Fresh Food - I · DO · MOMENT



Focus: Meals You Can Count On, Fresh When You Need It

> **Category opportunity:** Fresh Food is bought often, essential, and quick to spoil, so shoppers care a great deal about freshness, quality, substitutes for out-of-stock items, and delivery speed. The main opportunity is to move beyond selling ingredients to offering instant meal solutions

I.DENTIFY - Identify Moments

Peace-of-Mind Moments | **Time-Saver Moments** | **First-Try Moments**

D.ESIGN - Design Moments

Product Mix

Meal bundle ideas:

- Fast, easy meals for one
- Hotpot bundles for the family
- Fruit bundles for breakfast
- Bundles for BBQs, parties, and camping
- Seasonal fruit and bundles for trying new products

Moment Offers

- Make outcomes reliable: Specify product size, weight and freshness standards; use labels such as “Fresh today,” “Same-day delivery”, and “Direct from origin”; offer same-price or upgraded substitutes when out of stock; offer compensation for bad fruit, spoilage, and quality issues

Content & Communication

- Create content like “Dinner in 30 minutes” and “Cook it as soon as you get home”
- Suggest meal bundles to suit the weather, solar terms, sports events, and festivals
- Showcase ingredient pairings through livestreams, short videos, and on-app campaign pages

O.WN - Own Moments

- Be the first brand shoppers think of when they wonder "What's for dinner?", have unexpected guests, or run out of groceries;
- Become shoppers' regular go-to for dinner, hotpot, breakfast, and weekend shopping
- Track repeat purchases, stockouts, successful substitutions, spoilage, on-time delivery, and bundle uptake

3.4 Household Cleaning - I · DO · MOMENT



Focus: A Tidy Home and Easy Restocking

Category opportunity: Household cleaning needs are usually triggered when something suddenly runs out, is needed right away, or is too bulky to carry home or store. What shoppers are really buying isn't the cleaning product but the assurance of a tidy home and fewer chores

I.DENTIFY - Identify Moments

Time-Saver Moments

Top-Up Moments

D.ESIGN - Design Moments

Product Mix

Kits for common cleaning problems:

- Kitchen grease cleaning kits
- Bathroom cleaning kits
- Odor removal kits for homes with pets
- Deep-clean bundles to get ready for the holidays

Moment Offers

Make choosing and carrying easier:

- Organize products by room and problem, not just by brand and SKU
- Send restock reminders when supplies run low
- Offer subscriptions, auto-reorders, and household shopping lists
- Bundle discounts and guaranteed delivery for bulky items

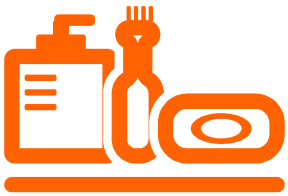
Content & Communication

- Problem-led content: quick fixes for a messy home; 5-minute cleaning tutorials; pre-festival cleaning checklists; content for homes with pets or kids, as well as for kitchen cleaning
- Recommendations tied to the weather, changing seasons, and festivals

O.WN - Own Moments

- Create brand Moments like “Cleaning SOS” and “Weekend Deep Clean”
- Key metrics: how often shoppers reorder, subscription uptake, bundle uptake, share of late-night orders, and stockouts

3.5 Personal Care - I · DO · MOMENT



Focus: Care You Can Count On and Looking Your Best, Fast

Category opportunity: Personal Care covers practical needs such as body care, period care, and oral care, and helps people stay presentable and bounce back quickly. It is especially suited to Moments around women's health, seasonal skin care, and travel emergencies

I.DENTIFY - Identify Moments

Peace-of-Mind Moments | **Ritual Moments** | **On-the-Go Moments**

D.ESIGN - Design Moments

Product Mix

Care bundle ideas:

- e.g., period emergency kits
- Kits for sensitive skin when the seasons change
- Travel-size toiletry kits for business trips

Bundles for specific groups:

- Care kits for women, men, children, and other groups

Moment Offers

Build trust and protect privacy:

- Guaranteed genuine products, clear compliance information, and full ingredient lists
- Discreet packaging
- Fast late-night delivery
- Expert advice, how-to guides, and after-sales support

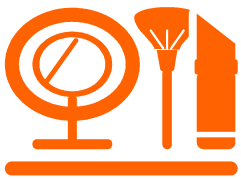
Content & Communication

- Make "being looked after" the core message, with content on care you can count on and looking after yourself when you're unwell
- Run care and education programs for target groups
- Use trial sizes, samples, and emergency kits as easy ways to try the brand

O.WN - Own Moments

- Build a strong brand presence in women's care, travel care, and nighttime care
- Key metrics: brand searches, emergency kit's share of sales, time between repeat purchases, membership uptake, and engagement with Moment content

3.6 Beauty - I · DO · MOMENT



Focus: Instant Glow-Ups, Quick Touch-Ups, and Looking Good On the Go

Category opportunity: Beauty is one of the categories best suited to On-the-Go and Ritual Moments in instant retail. Shoppers rarely stock up in advance; more often they realize something's missing right before a date, business trip, vacation, or last-minute event and need to fix their look fast

I.DENTIFY - Identify Moments

Ritual Moments | First-Try Moments | On-the-Go Moments | Treat-Yourself Moments

D.ESIGN - Design Moments

Product Mix

Bundles:
- Samples and travel sizes
- Emergency touch-up kits
- Makeup bundles for dates, commutes, and formal events

Pair makeup with other categories:
- Bundles of portable makeup tools, contact lenses, and makeup removers
- New products launched online and in stores at the same time

Moment Offers

- Guaranteed genuine products; fast delivery; shade advice and tutorials; bundle discounts;
- Perks such as a free travel size with every full size and special prices on new products

Content & Communication

- “Glam in 30 minutes before you head out”
- “Forgot your makeup on a trip? Here’s what to do”
- Instantly buy the products celebrities, influencers, and variety shows feature
- Makeup looks for the holidays, date nights, and the office
- Build instant buzz through RedNote, short videos, livestreams, and in-app content

O.WN - Own Moments

- Build brand-owned touch-up kits and on-the-go kits
- Key metrics: how fast new products convert, on-the-go bundle sales, repeat purchases, growth in brand searches, and cross-category attach rate

3.7 Alcohol - I · DO · MOMENT



Focus: Cheers, a Light Buzz, and Drinks That Bring People Together

> **Category opportunity:** Alcohol is one of the most emotion-driven categories, with purchases often triggered by solo drinking, late-night snacks, parties, celebrations, gifting, and socializing. Instant retail's advantage lies in catching emotional highs and shortening the time between wanting a drink and having one in hand

I.DENTIFY - Identify Moments

- Ritual Moments
- Fired-Up Moments
- First-Try Moments
- Treat-Yourself Moments

D.ESIGN - Design Moments

Product Mix

- Bundle drinks with snacks, ice cups, or meals
- Different pack sizes for solo drinking, dates, and group gatherings
- Deliver drinks chilled, at a set time, by the case, or right away
- Ride the excitement of big games, concerts, festivals, and other trending events

Moment Offers

- Limited-time late-night coupons; flash sales timed to big games
- Chilled delivery or cold-chain assurance
- Multi-buy discounts; spend-and-save deals across alcohol and food
- Member-exclusive trials of new drinks
- Gift wrapping and greeting cards

Content & Communication

- Signature lines such as "Cheers tonight" and "The 20:45 Moment"
- Content tied to sports, variety shows, music festivals, holidays, and late-night snacks
- Use influencers to build buzz for low-alcohol drinks and new products
- Promote responsible drinking, never sell to minors, and keep all messaging compliant

O.WN - Own Moments

- Build a library that matches audiences, emotions, occasions, and drinks
- Key metrics: peak-hour sales, bundle uptake, repeat purchases, brand searches, and views of occasion-based content

3.8 Mother & Baby - I · DO · MOMENT



Focus: Peace of Mind and Smooth Family Routines

Category opportunity: Instant Mother & Baby needs are urgent, call for a high level of trust, and drive frequent repeat purchases. When formula, diapers, wipes, or baby food run out, the whole family routine is thrown off. Therefore, the key is to give parents peace of mind: products that are always available, quality they can trust, and substitutes when something is out of stock

I.DENTIFY - Identify Moments

Peace-of-Mind Moments

On-the-Go Moments

D.ESIGN - Design Moments

Product Mix

Mother & Baby kit ideas

- Peace-of-mind kits for late-night needs
- Light, portable baby kits for days out
- Newborn care bundles
- Group products by baby's age and stage

Moment Offers

- Build trust and deliver reliably
- Genuine products from official sources, fully traceable
- Clear labeling of suitable ages, sizes, and ingredients
- If an item is out of stock, offer another size from the same brand or a comparable alternative
- Compensation for quality issues and solid after-sales support for Mother & Baby products
- Discreet delivery and professional customer service

Content & Communication

- Ease parents' worries
- Lead with the message "Baby needs it? It's on its way."
- Make decisions easier with advice from parenting experts, Mother & Baby influencers, and real parents' stories
- Plan content around the weather, cold and flu season, back-to-school, and the holidays
- Drive conversions with checklists such as a “Peace-of-Mind Checklist” and a “New Parent Emergency Checklist”

O.WN - Own Moments

- Build brand Moments such as late-night baby care, baby care on the go, and health care
- Key metrics: repeat purchases, member retention, how often substitutes are accepted, share of late-night orders, and quality complaints

3.9 Pet Supplies - I · DO · MOMENT



Focus: Being There for Pets and Peace of Mind for Owners

Category opportunity: Pet products are both everyday essentials and a way to show love. Pet food, cat litter, and pee pads are bought on a regular cycle, while pet treats, toys, and grooming products are often driven by how the pet is doing and how the owner feels

I.DENTIFY - Identify Moments

Peace-of-Mind Moments **On-the-Go Moments**

D.ESIGN - Design Moments

Product Mix

- Emergency kits for cats and dogs; cat litter + deodorizer + trash bag bundles; pet birthday gift boxes;
- Travel kits for pets; bundles of treats, toys, and interactive play items
- Tailor ranges for cats, dogs, young pets, and senior pets

Moment Offers

- Pet food subscriptions;
- Pack-size suggestions based on the pet's weight and age
- Late-night emergency delivery
- Partnerships with local pet stores, vets, and groomers

Content & Communication

- “Your pet can’t wait”; “Be there for them, right on time”; content on pets’ daily lives, owners’ time alone, coming home late from work, etc.
- Content for pet birthdays, adoption anniversaries, and holiday gifts
- Encourage owners to share product reviews and stories about their pets

O.WN - Own Moments

- Create signature brand programs such as "Pet SOS" and the "Pet Birthday Moment"
- Key metrics: repeat purchases, share of shoppers who set up a pet profile, emergency order conversion, pet food attach rate, and member retention

3.10 Consumer Electronics - I · DO · MOMENT



Focus: Quick Fixes, Devices Kept Running, and New Tech Right Away

Category opportunity: Instant Consumer Electronics needs usually come up when a device breaks, an accessory gets left behind, or last-minute work or entertainment calls for it. These needs are urgent, high-ticket, and tied to specific situations. Shoppers aren't just buying an accessory—they want their device working again right away

I.DENTIFY - Identify Moments

Top-Up Moments | **On-the-Go Moments** | **First-Try Moments**

D.ESIGN - Design Moments

Product Mix

- Bundles built around common problems, e.g., phone rescue kit: charger + cable + power bank; business-trip kit: adapter + charger + mouse
- New products launched online and in stores at the same time

Moment Offers

Make choosing easier

- Clear information on compatibility and connector types
- Offer easy returns for wrong purchases and a guarantee if the model doesn't fit
- Use bundles so shoppers spend less time searching
- Keep best-selling accessories stocked close to shoppers, backed by regional inventory

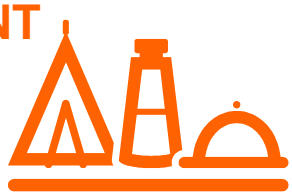
Content & Communication

- "Battery out of power? Here's what to do"; "Business trip essentials checklist"; "Meeting in 30 minutes? Quick fixes"
- Reviews of new devices, influencer picks, and the best accessories for popular gadgets
- Marketing timed to back-to-school, peak work periods, travel season, big games, and major events

O.WN Own Moments

- Make the brand the first choice when a device problem needs fixing now
- Key metrics: emergency order conversion, accessory attach rate, conversion from model searches, after-sales satisfaction, and repeat purchases

3.11 Sports & Outdoor - I · DO · MOMENT



Focus: Top-Ups on the Go, Spur-of-the-Moment Trips, and Switching Gears

Category opportunity: Sports and outdoor needs depend heavily on time, location, and changing circumstances. Shoppers may decide on a whim to work out, take a trip, go camping, or join an event, or realize halfway there that they've forgotten something. Instant retail lets them venture further without the frustration of wanting to go but missing something they need

I.DENTIFY - Identify Moments

Treat-Yourself Moments

On-the-Go Moments

D.ESIGN - Design Moments

Product Mix

Bundle ideas for sports Moments:

- Morning workout kit—sports drink + energy bar + towel
- Outdoor sun protection kit—sunscreen + hat + wipes

Moment Offers

- Suggest products to suit the destination, the weather, and the activity
- Stock up near shopping districts, tourist spots, transport hubs, and hotels
- Focus on weekends, holidays, and evenings
- Offer light, compact, travel-friendly sizes
- Use nearby stores, dark stores, and on-demand delivery so products are always within reach

Content & Communication

- "Just go" and "Last-minute trip? You've got everything you need"
- Recommendations that change with the weather
- Travel and camping checklists, plus content on post-workout recovery
- Partnerships with tourist spots, hotels, gyms, sports events, and outdoor clubs
- Drive sales with bundle discounts, destination-only coupons, and coupons for quick top-ups

O.WN - Own Moments

- Be the brand people think of before they set off, on the way, and while they're out
- Key metrics: on-the-go bundle sales, share of orders delivered to destinations, conversion from weather-based recommendations, cross-category purchases, and repeat purchases

Trophy Moments—
Making Growth Happen in Every Moment

With growth across all channels under pressure, instant retail has bucked the trend, expanding far faster than online retail as a whole. As speed becomes a baseline expectation across the industry, competition is shifting from delivery speed to overall strength in supply chain, cost control, and smarter customer management—instant retail is moving from 1.0, competing on efficiency, to 2.0, competing on value.

Consumers now expect more from instant retail than faster delivery—they want to be understood, responded to, and served at the moment they need it. Emotional value is shifting from an add-on to a core driver of purchases. The eight Moments—Peace-of-Mind, Top-Up, Treat-Yourself, Time-Saver, Fired-Up, Ritual, On-the-Go, and First-Try—give brands high-potential emotional entry points into instant demand, and the Moment has become the smallest unit of demand that brands can act on.

Nor is the instant retail product range simply an online copy of the offline supermarket; it is a distinct, differentiated, high-value range. Differentiated products drive growth in 81% of categories, and premiumization and service experience are becoming key to standing out.

To seize the opportunities of this new era, Taobao Instant Commerce and NIQ have jointly launched Trophy Moments—the I·DO·MOMENT Brand Moment Methodology. I (Identify) Moments: draw on essential needs in each scenario, emotional resonance, shopper mindsets, and trigger signals to pinpoint the brand-owned Moments worth building. D (Design) Moments: turn Moment insights into a complete plan covering products and perks, marketing content, supply, and fulfillment. O (Own) Moments: make consumers think of the brand first when similar feelings return, building reusable Moment Assets.

The value of Trophy Moments lies not just in making retail faster, but in helping brands understand consumers in every moment. When every feeling is looked after, growth follows naturally—Moment-based growth is the long-term approach that carries brands through market cycles. We look forward to working with our brand partners to step into a golden new era of instant retail.

淘宝闪购 NIQ

Thank You



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Data Sources

1. NIQ retail measurement data cited in this report

Category Scope

Covers 8 top-level categories: personal care, household cleaning, grains and edible oils, snacks, beverages, dairy, alcohol, and mother and baby. The offline channel covers 86 subcategories, the online channel 68, and the O2O channel 69.

Geographic Coverage

NIQ retail measurement, offline coverage: includes 20 provinces, 4 municipalities (Beijing, Tianjin, Shanghai, Chongqing) and 4 northwestern cities (Hohhot, Yinchuan, Lanzhou, Urumqi); excludes 7 provinces/autonomous regions (Inner Mongolia, Qinghai, Ningxia, Gansu, Xinjiang, Tibet, Hainan)

Channel Coverage

Offline

Covers areas accounting for over 95% of China's total retail sales, segmented into modern trade, traditional trade, and other channels
Modern trade: hypermarkets, supermarkets, minimarkets, convenience stores
Traditional trade: grocery stores, traditional stores, ice cream and beverage shops, household goods stores
Other channels: cosmetics stores, mother and baby stores
Data granularity: category, manufacturer, brand, subcategory, SKU

Online

Covers over 90% of China's total e-commerce sales, using ePOS data from leading e-commerce platforms and reliable web-crawling technology. Data is broken down by online channel.
B2C: retail model in which businesses sell directly to consumers.
C2C: retail model in which individuals sell to consumers.
Data granularity: category, manufacturer, brand, subcategory

O2O (Instant Retail) Channel

NIQ O2O data for modern trade chains, covering 20 provinces and 4 municipalities. It combines retailer data with third-party web-scraped data to provide a real-world O2O dataset
Data granularity: category, manufacturer, brand, subcategory, SKU

Data Notes

2. NIQ 2026 instant retail quantitative survey data cited in this report

Fieldwork Period	Sample Criteria	Sample Size
August 2026	• Tier 1–6 cities nationwide • Men and women aged 18–55 • Have shopped online in the past 3 months • Have used at least one on-demand delivery or at-home service in the past 3 months (any category), or have a clear potential need.	N=2,551

	Quota	Sample Size	Share
Gender	Female	1,224	48%
	Male	1,327	52%
City tier	Tier 1	510	20%
	New Tier 1	893	35%
	Tier 2	765	30%
	Tier 3 and below	383	15%
Age	18–25 yrs	638	25%
	26–30 yrs	485	19%
	31–35 yrs	485	19%
	36–40 yrs	689	27%
	41–55 yrs	254	10%

Data Notes

3. NIQ 2026 instant retail qualitative research cited in this report

Fieldwork Period	Sample Criteria	Sample Size
July 2026	• Cities: Tier 1–3 nationwide • Age: men and women aged 20–45 • Income: above the city average • Have shopped online in the past 3 months • Have used at least 3 on-demand delivery or at-home services in the past 3 months (any platform) • Including 4 medium-to-heavy instant retail users • Have lived locally for 3+ years; have not taken part in market research in the past 6 months	N=8

淘宝闪购

About Taobao Instant Commerce

Taobao Instant Commerce is a leading daily life services and on-demand delivery platform in China.

As the quick commerce business under Alibaba Group, Taobao Instant Commerce aims to meet consumers' needs for on-demand delivery across product categories, including food and beverage, daily necessities, electronics, apparel, and more.

Taobao Instant Commerce now serves 300+ prefecture-level and higher cities and over 3,000 counties and districts across China, with more than 500 million annual active users.

NielsenIQ

About NIQ

NielsenIQ (NYSE: NIQ) is a leading consumer intelligence company, delivering the most complete and trusted understanding of consumer buying behavior and revealing new pathways to growth.

By combining an unmatched global data footprint and granular consumer and retail measurement with decades of AI modeling expertise, NIQ builds decision systems that help companies turn complex data into confident action.

With operations in more than 90 countries, NIQ covers approximately 82% of the world's population and more than US$7.4 trillion in global consumer spend. Through cloud-based platforms, advanced analytics, and AI-driven insights, NIQ delivers The Full View™—helping brands and retailers understand what consumers buy, why they buy it, and what to do next.

For more information, please visit https://nielseniq.com/.