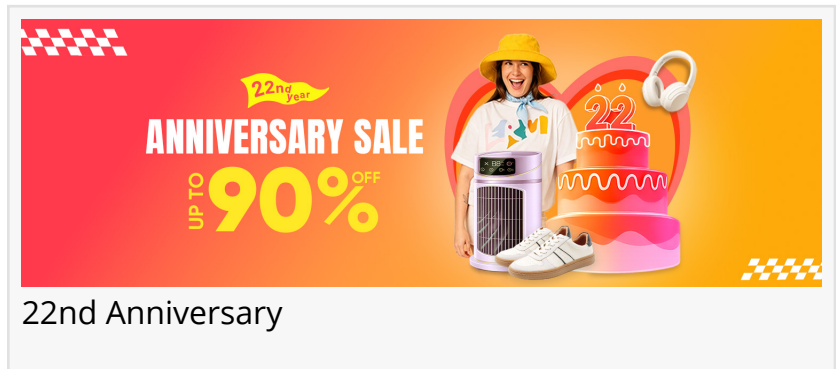


DHgate Marks 22 Years with Anniversary Sale Offering Up to 90% Off

The 22-day campaign brings together back-to-school savings, AI-powered product discovery, local free returns on eligible items and new seller growth incentives

BEIJING, BEIJING, CHINA, August 20, 2026 /EINPresswire.com/ -- DHgate, a leading cross-border e-commerce

marketplace, is celebrating its 22nd anniversary with the Anniversary Sale, a 22-day shopping campaign running from Aug. 10 through Aug. 31, Pacific Time (PT). Featuring savings of up to 90% across categories, the event is designed to help buyers refresh their wardrobes, prepare for the new school year and discover practical lifestyle products before summer ends.



[The campaign](#) unfolds in three connected phases. A back-to-school lead-in runs from Aug. 10 to Aug. 19, followed by a preview period from Aug. 20 to Aug. 24. The main anniversary event takes place from Aug. 25 to Aug. 31, creating a full week for shoppers to access the campaign's strongest promotional offers. The phased schedule is intended to build discovery early and make it easier for buyers to plan purchases around seasonal needs.

Eight product areas anchor the sale: summer apparel, outdoor and sports gear, home organization, school supplies, consumer electronics accessories, pet supplies, beauty and personal care, and kitchen essentials. Shoppers can explore seasonal fashion, backpacks, water bottles, lunch boxes, computer bags, keyboards, chargers, storage solutions and other items suited to back-to-school, moving, dorm living, home upgrades and late-summer activities.

DHgate is also expanding the ways shoppers can find and save on relevant products. An upgraded coupon center will bring platform-funded benefits together in one place, while an enhanced AI-powered shopping destination will support more precise matching between buyers and products. Limited SVIP trial cards will include higher-value coupons, with cash-back rewards available when qualifying order thresholds are met. Additional instant-payment discounts will be offered in collaboration with Apple Pay and Clearpay, subject to applicable campaign terms.

For added confidence when shopping across borders, eligible products enrolled in DHgate's Free

Return program will display a dedicated service badge. The fully online service, developed with an insurance partner, uses local return warehouses in buyers' markets to support seven-day local returns after delivery. By making returns more convenient for shoppers and reducing cross-border after-sales costs for participating sellers, the program is intended to improve the experience on both sides of the transaction.

The anniversary celebration will extend beyond the marketplace through community participation. Buyers and community members will be invited to share original stories or messages about what DHgate's anniversary means to them, with participants eligible to receive a US\$22 no-minimum-spend coupon that can be used across categories, subject to campaign rules.

These buyer benefits reflect DHgate's aim to make its anniversary more than a single discount moment. By connecting seasonal demand with stronger discovery, service and community participation, the 22nd Anniversary Sale gives shoppers more ways to find value while helping cross-border sellers build momentum during a key retail period.

About DHgate

Founded in 2004, DHgate is a cross-border e-commerce marketplace connecting buyers and sellers around the world. Through digital marketplace tools, payment options, logistics services and marketing support, DHgate helps businesses participate in global commerce and gives buyers access to a broad range of products.

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