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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 47600.1-2026

**Product information description for e-commerce transactions -
Part 1: General**

电子商务交易产品信息描述 第1部分：总则

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1. Structure and Drafting Rules of Standardization Documents". Drafting. This document is Part 1 of GB/T 47600 "Description of Product Information in E-commerce Transactions". GB/T 47600 has published the following... part.

- 1. General Provisions;
- 2. Tourism Services;
- 3. Home Products;

4. Home Decoration and Building Materials Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Electronic Business Standardization Technical Committee (SAC/TC83). This document was drafted by: Zhejiang Xiangrui Electromechanical Equipment Co., Ltd., China National Institute of Standardization, and Xiamen Xiduoduo Food Sales Co., Ltd. Beijing Kuaishou Technology Co., Ltd., China Grain Reserves Group Co., Ltd., Guangbo Group Co., Ltd., and Zhejiang Huangyan Import & Export Corporation Company, Bishan High-tech Zone Modern Industrial Development Promotion Center, Chongqing Benchmark Import & Export Trading Co., Ltd., Chongqing Hehang Shoes Co., Ltd., Fujian Dong Xilehuo Technology Co., Ltd., Zhongheng Nuosen (Qingdao) Technology Co., Ltd., Yunnan Huawu Technology Co., Ltd., Hangzhou Zhiyi Technology Limited Liability Company. The main drafters of this document are. Sui Yuan, Sun Zhaoyang, Huang Dong, Luo Hongwei, Wu Mengtong, Cao Hongwei, Cheng Yue, Mei Guanglei, Xu Shanshan, and Lin Xiaofan. Liu Ying, Cao Xinjiu, He Xinchao, Yan Zhixiang, Zuo Yao, Zheng Zeyu, Wu Jian, Zhang Xing.

Product information in e-commerce transactions serves as a crucial information link connecting online merchants and consumers on e-commerce platforms, and is essential for

improving consumer experience. This is an important aspect of ensuring service quality and maintaining a fair and competitive market order, and it helps to eliminate transaction problems caused by information asymmetry in the online transaction environment. Disputes resolution helps consumers fully and accurately understand the value of traded products, promoting the healthy and sustainable development of the e-commerce ecosystem. GB/T 47600 "Information Description of Products in E-commerce Transactions" covers the methods and content for describing information about various products in e-commerce transactions. The aim is to establish a comprehensive system for describing product information in e-commerce transactions, and to enhance the professionalism and standardization of such descriptions. The development of information technology should fully leverage its technical support role in e-commerce transactions to meet the needs of the standardized development of the e-commerce platform industry. The demand. GB/T 47600 "Description of Product Information in E-commerce Transactions" is proposed to consist of 18 parts.

- 1.General Provisions. The purpose is to standardize the methods for describing product information and the requirements for information composition in e-commerce transactions.
- 2.Tourism Services. The purpose is to standardize the descriptions of tourism service products in e-commerce transactions.
- 3.Home Furnishings. The purpose is to standardize the descriptions of home furnishings products in e-commerce transactions.
- 4.Home Improvement and Building Materials. The purpose is to standardize the descriptions of home improvement and building materials products in e-commerce transactions.
- 5.Apparel. The purpose is to standardize the descriptions of apparel products in e-commerce transactions.
- 6.Toys. The purpose is to standardize the descriptions of toy products in e-commerce transactions.
- 7.Furniture. The purpose is to standardize the descriptions of furniture products in e-commerce transactions.

1 Scope

GB/T 47600.1-2026 is the Chinese national standard covering the general part of the e-commerce product description series - the structure of an attribute set, the rules for naming attributes and their values, and the requirements the category-specific parts must follow. Part 1, the one the other parts are built on. First edition, in force since 1 September 2026, with Parts 2, 3, 4 and 7 published alongside it. It was issued on 25 May 2026 and has been in force since 1 September 2026, as a first edition. The document is under the

responsibility of the Standardization Administration of China. This page is published from the official record of the 2026 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

1.Scope This document specifies the basic requirements, description methods, information composition, and information expansion methods for describing product information in e-commerce transactions. This document applies to the collection, publication, exchange, and management of product information in e-commerce transactions.

4.Basic Requirements The description of product information in e-commerce transactions should meet the following requirements.

- a) Authenticity. The information is true and objective, without exaggeration or concealment of key information;
- b) Accuracy. The information is precise, unambiguous, and consistent with the actual product situation;
- c) Standardization. The terminology, units of measurement, and symbols used should conform to standards to avoid vague or misleading expressions;
- d) Completeness. The information is complete, covering all key information required for the product transaction;
- e) Ease of use. The expression is concise, clear, intuitive, and easy for consumers to understand and make decisions.

5 Description Method

5.1 Overview E-commerce transaction product information consists of information items and information sets, as shown in Figure 1. Figure

1.Example of product information composition in e-commerce transactions in.

- a) An information item is the most basic unit of information;
- b) An information set is a collection of interrelated information items and information sets, and is divided into simple information sets and complex information sets. 1) Simple information set. consists of a group of information items describing the same object; 2) Composite information set. It consists of information items and information sets, or two or more information sets. Information sets and information items should be described using the attributes specified in 5.2, and a tree-structured information framework should be used to present specific product information sets. The compositional relationship.

5.2 Information Attributes The product information for e-commerce transactions uses the attribute descriptions specified in Table 1.

5.3 Representation of Indexes The index uses a two-part identifier, where.

---The first paragraph contains two digits, representing a part of GB/T 47600;

---The second paragraph represents the identifiers of a certain information set and information item in GB/T 47600, arranged layer by layer according to the information hierarchy, starting from the first level of information sets. Each level represents a two-digit number, starting from 01, and should not exceed 5 levels.

5.4 Representation of Constraints/Conditions To indicate whether an information set or item is mandatory, conditionally mandatory, or optional, the following methods can be used.

- a) M. Required, indicating that the information set or information item is required;
- b) C. Conditional Requirements, indicating that the information set or information item must be selected under certain conditions, i.e., when the conditions defined in the constraints/conditions are met. The specific conditions for selection are explained in the remarks.
- c) O. Optional, indicating that the information set or information item is optional depending on the actual application.

5.5 Representation of Data Types The data type of the information set is composite. The data type representation method of the information items is shown in Table 2.

5.6.1 Character type

5.6.1.1 Fixed Length Fixed length is represented as.

- a) Write the number of characters directly after "C";
- b) Cy represents a character data of fixed length y bits, where y is a positive integer. Example. C8 represents a character data with a fixed length of 8 bits.

5.6.1.2 Variable Length Variable lengths are expressed according to the following rules.

- a) Adding a "." after "C" indicates the length of the characters from the smallest to the largest.
- b) The variable length does not exceed the defined maximum number of characters. 1) Cy represents character data with a minimum length of 1 and a maximum length of y; 2) C.ul represents character data with a minimum length of 1 and an indeterminate maximum length.
- c) Variable length is between the defined minimum and maximum number of characters; Cx.y represents a length with a minimum length of x ($x > 1$) and a maximum length of y. Character data.