



The Global Language of Business

Marketplaces case study

Baidu: Making product information more searchable, scannable and trusted

China's leading search engine is connecting users to verified product and enterprise information through GS1 standards.



Challenge

Before integrating GS1 standards, Baidu users often encountered difficulties finding accurate and complete product or company information—especially when scanning barcodes. This lack of verified data created confusion for users trying to identify or understand products, limiting the overall experience across Baidu's platforms.

Solution

By working with GS1 China, Baidu integrated GS1 standards into three of its separate services: the Baidu App (for scanning/search), Aiqicha (for company data), and Baidu Health (for healthcare content). These apps now use GS1 identifiers like Global Trade Item Numbers (GTINs) to provide accurate product information, improve company profiles and support healthcare data.

Benefits

Integrating GS1 identifiers like GTINs into the Baidu App, Aiqicha and Baidu Health has improved the accuracy and reliability of product and company data. This has enhanced scan and search performance, supported business verification and built user trust. With millions of daily interactions powered by GS1 data, Baidu is delivering a more transparent and seamless digital experience.



Enabling reliable product scanning at scale

The Baidu App now supports GS1 barcode scanning—including GTIN®, GS1-128 and GS1 DataMatrix—across a wide range of products. This functionality connects directly to the China Product Information Service Platform, allowing Baidu to retrieve verified product data in real time and reduce reliance on third-party sources. As a result, users get faster, more trustworthy scan results while Baidu benefits from streamlined content sourcing and improved data accuracy.



Stronger business profiles with GS1 data

Aiqicha, Baidu's enterprise information platform, now integrates GS1 product data to enrich company profiles with verified products, specs and images. This helps position Aiqicha as a more trusted resource for supplier evaluation and business research. Since partnering with GS1 China, Aiqicha has seen a 10% increase in webpage scanning time on enterprise information—supporting stronger engagement from its base of over 100 million users.



Healthcare innovation through broader collaboration

GS1 China and Baidu have partnered across several areas, including healthcare. One example is a pilot with Baidu Health to deliver electronic medical instructions (EMIs) powered by GS1 identifiers—making it easier for elderly users to access trusted medicine information through audio, video or simplified formats. This work supports China's national push to digitise healthcare content and improve patient safety.



Standards training and collaboration

GS1 China supported the integration by training Baidu's technical teams on GS1 identifiers and how to connect to the China Product Information Service Platform. A dedicated working group ensured quick coordination and problem-solving throughout the process. This collaboration helped Baidu implement standards effectively and ensure data quality across platforms.



Improving access through search optimisation

GS1 China partnered with Baidu to improve how users find GS1-related content through search. Before the collaboration, GS1 China's official pages appeared lower in search results—but now, keywords like “中国物品编码中心 (GS1 China),” “商品条码 (GTIN)” and “GS1标准 (GS1 standards)” return accurate links at the top of the results page. Since the partnership began, Baidu's search index shows that average visibility of GS1-related terms has doubled—boosting awareness and access to trusted information.



Setting a standard for digital collaboration

Baidu and GS1 China have created a powerful example of how global standards can elevate digital services at scale. From product scanning to enterprise transparency to healthcare innovation, GS1 integration is helping Baidu deliver more accurate, trusted and user-friendly experiences across its digital ecosystem.



Baidu is improving the search and scan experience for over 700 million users by integrating GS1 standards into its digital platforms—from product identification to enterprise data and healthcare innovation.

About Baidu

Baidu, Inc. (NASDAQ: BIDU) is a leading Chinese technology company specialising in internet-related services and artificial intelligence. Known as “China’s Google,” Baidu serves over 700 million users and offers tools such as the Baidu App, Aiqicha, Baidu Maps and Baidu Health. Baidu also leads in AI innovation through initiatives like Ernie Bot and Apollo, its autonomous driving platform.

www.baidu.com

About GS1

GS1 is a neutral not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy.” GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in 120 countries, 2 million user companies and 10 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

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