Implementing Opinions of the Ministry of Commerce and Seven Other Departments on Accelerating the Development of AI Plus Consumption

China – MOF Ministry of Commerce and seven other departments

Main information

Scope of Application:

AI-enabled consumer goods, services and commercial activities in China, including eldercare robotics, health monitoring, retail and logistics.

Issuance and Publication:

18 June 2026

Related Provisions:

- State Council Opinions on Further Implementing the AI Plus Initiative
- Special Action Plan for Boosting Consumption
- Guidelines for Developing a Comprehensive Standardisation System for the National Artificial Intelligence Industry

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Key Topics

Framework

- The Opinions aim to leverage China's advantages in **ultra-large market scale, diverse consumption scenarios, and rich consumption data resources** to accelerate the demonstration and application of new AI products, services, and scenarios. The goal is to bring AI "into thousands of households and thousands of businesses", cultivate new consumption growth points, and drive iterative upgrading of AI technologies.

What's new

- **Brain-Computer Interface and XR Integration:** The Opinions call for integrating AI with **brain-computer interfaces, augmented reality (AR), virtual reality (VR), and mixed reality (MR)** to develop a batch of internationally leading new products with high consumption potential.
- **Smart Elderly Care "One Network":** The Opinions call for optimizing the national elderly care service information platform to create a **national "one network" for elderly care services**, guiding elderly care institutions to deploy intelligent nursing robots and rehabilitation robots, and conducting pilot pairing and scenario application of smart elderly care service robots
- **Humanoid Robots and "One Old, One Young" Focus:** The Opinions explicitly support R&D of **humanoid robots** with multi-modal perception and adaptive problem-solving capabilities, driving iterative upgrading of quadruped and biomimetic robots. They accelerate demonstration of elderly-care robots, companion robots, and AI life assistants, enhancing capabilities in emotional companionship, health monitoring, mobility assistance, and smart housework.

Sensitive Factors

- **Consumer Protection Emphasis:** The Opinions explicitly include **strengthening consumer protection** as part of optimizing the AI+ consumption environment. This signals that while the government is promoting AI consumption, it is also aware of risks related to data privacy, algorithmic fairness, and misleading AI-generated content.

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Drivers

- **Access to Public-Sector Procurement and Institutional Markets.** The Opinions explicitly direct government-affiliated institutions and public facilities to adopt AI products and services, creating a **public-sector demand channel** that operates alongside the consumer market.
- **Elderly Care Institutions as Mandated Adoption Sites:** The Opinions instruct elderly care service institutions to deploy AI technologies, including **intelligent nursing robots and rehabilitation robots**, and to establish dedicated display zones for smart elderly care products. They also call for pilot pairing and scenario application of smart elderly care service robots in **families, communities, and elderly care institutions**