UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of September 2026

Commission File Number: 000-51469

BAIDU, INC.

Baidu Campus
No. 10 Shangdi 10th Street
Haidian District, Beijing 100085
The People's Republic of China
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒ Form 40-F ☐

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release—Baidu Announces Upcoming Inclusion of Its Class A Ordinary Shares in the Shanghai-Hong Kong Stock Connect Program
99.2	Voluntary Announcement—Baidu Announces Upcoming Inclusion of Its Class A Ordinary Shares in the Shanghai-Hong Kong Stock Connect

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

BAIDU, INC.

By	:	/s/ Haijian He
Name	:	Haijian He
Title	:	Chief Financial Officer

Date: September 4, 2026

Exhibit 99.1

Baidu Announces Upcoming Inclusion of Its Class A Ordinary Shares in the Shanghai-Hong Kong Stock Connect Program

BEIJING, China, September 4, 2026 – Baidu, Inc. (“Baidu” or the “Company”) (Nasdaq: BIDU; HKEX: 9888 (HKD Counter) and 89888 (RMB Counter)), a leading AI company with strong Internet foundation, today announced that the Company’s Class A ordinary shares traded on The Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”) will be included in the Shanghai-Hong Kong Stock Connect program, effective September 7, 2026.

The inclusion is pursuant to the Notice of the Adjustment of the Eligible Stocks in Hong Kong Stock Connect under the Shanghai-Hong Kong Stock Connect issued by the Shanghai Stock Exchange on September 4, 2026.

Following the inclusion, eligible investors in the Chinese Mainland will have direct access to the trading of Baidu’s Class A ordinary shares through the Shanghai-Hong Kong Stock Connect. The inclusion marks an important step toward expanding the Company’s reach among Chinese Mainland investors and is expected to further diversify its investor base and enhance the liquidity of its shares.

Baidu appreciates the continued support of its shareholders and investors and remains committed to driving sustainable growth and creating long-term value for shareholders.

About the Shanghai-Hong Kong Stock Connect

The Shanghai-Hong Kong Stock Connect established a two-way trading link between the Shanghai Stock Exchange and the Hong Kong Stock Exchange. The stock connect allows qualified Chinese Mainland investors to access eligible Hong Kong shares (Southbound) as well as Hong Kong and overseas investors to trade eligible A-shares (Northbound), subject to a certain amount of daily quota.

About Baidu

Founded in 2000, Baidu’s mission is to make the complicated world simpler through technology. Baidu is a leading AI company with strong Internet foundation, trading on Nasdaq under “BIDU” and HKEX under “9888”. One Baidu ADS represents eight Class A ordinary shares.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates,” “confident” and similar statements. Among other things, Baidu’s and other parties’ strategic and operational plans, contain forward-looking statements. Baidu may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in announcements made on the website of the Hong Kong Stock Exchange, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Baidu’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Baidu’s growth strategies; its future business development, including development of new products and services; its ability to attract and retain users and customers; competition in the Chinese Internet search and newsfeed market; competition for online marketing customers; changes in the Company’s revenues and certain cost or expense items as a percentage of its revenues; the outcome of ongoing, or any future, litigation or arbitration, including those relating to intellectual property rights; the expected growth of the Chinese-language Internet search and newsfeed market and the number of Internet and broadband users in China; Chinese governmental policies relating to the Internet and Internet search providers, and general economic conditions in China and elsewhere. Further information regarding these and other risks is included in the Company’s annual report on Form 20-F and other documents filed with the Securities and Exchange Commission, and announcements on the website of the Hong Kong Stock Exchange. Baidu does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of the press release, and Baidu undertakes no duty to update such information, except as required under applicable law.

SOURCE Baidu, Inc.

Investor Relations, Baidu, Inc., Tel: +86-10-5992-8888, Email: ir@baidu.com

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Under our weighted voting rights structure, our share capital comprises Class A ordinary shares and Class B ordinary shares. Each Class A ordinary share entitles the holder to exercise one vote, and each Class B ordinary share entitles the holder to exercise 10 votes, respectively, on all matters subject to the vote at general meetings of the Company. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a weighted voting rights structure. Our American depositary shares, each representing eight of our Class A ordinary shares, are listed on Nasdaq in the United States under the symbol BIDU.

Baidu, Inc.

百度集團股份有限公司

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)
(Stock Codes: 9888 (HKD counter) and 89888 (RMB counter))

VOLUNTARY ANNOUNCEMENT
BAIDU ANNOUNCES UPCOMING INCLUSION OF
ITS CLASS A ORDINARY SHARES
IN THE SHANGHAI-HONG KONG STOCK CONNECT

This announcement is made by Baidu, Inc. (the "**Company**") on a voluntary basis to provide its shareholders and potential investors with information in relation to the latest development of the Company.

The Company is pleased to announce that the Class A ordinary shares of the Company have been included as eligible stocks under the Shanghai-Hong Kong Stock Connect with effect from September 7, 2026, pursuant to 《關於滬港通下港股通標的調整的通知》(Notice of the Adjustment of the Eligible Stocks in Hong Kong Stock Connect under the Shanghai-Hong Kong Stock Connect*) issued by the Shanghai Stock Exchange on September 4, 2026.

The Company believes that its inclusion in the Shanghai-Hong Kong Stock Connect marks an important step toward expanding the Company's reach among Chinese Mainland investors. The inclusion is expected to further diversify its investor base and enhance the liquidity of its shares.

The Company would like to thank the continued support of its shareholders and investors and remains committed to executing its long-term strategy, driving sustainable growth and creating long-term value for its shareholders.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares or other securities of the Company.

By order of the Board
Baidu, Inc.
Mr. Robin Yanhong Li
Chairman of the Board
and Chief Executive Officer

Hong Kong, September 4, 2026

As at the date of this announcement, the board of directors of the Company comprises Mr. Robin Yanhong Li as director, and Mr. Yuanqing Yang, Mr. Jixun Foo, Ms. Sandy Ran Xu and Ms. Xiaodan Liu as independent directors.

* *For identification purposes only*