



# LIVE STREAMING E-COMMERCE IN THE SPOTLIGHT: EXPLORE THE NEXT TREND OF LIVE STREAMING E-COMMERCE IN CHINA

With over 940 million of Chinese netizens, the China e-commerce market is the largest in the world. The lockdowns and isolation caused by the COVID-19 pandemic have led to the explosive growth of live streaming e-commerce in China which involves an influencer (or KOL) making live videos or broadcast to demonstrate and sell a product over online retail platforms (e.g. Taobao Live, JD.com, Pinduoduo) or social media (e.g. Xiaohongshu, Douyin, WeChat). Featured products are primarily cosmetics and beauty aids, fashion and packaged food.

Based on iAudience data, we have tracked and profiled Chinese netizens who followed "live streaming e-commerce platforms" in China, highlighting their audience profiles, preference and online behaviors as to provide profound insights for marketers in planning their digital marketing strategies to reach their target customers in China.

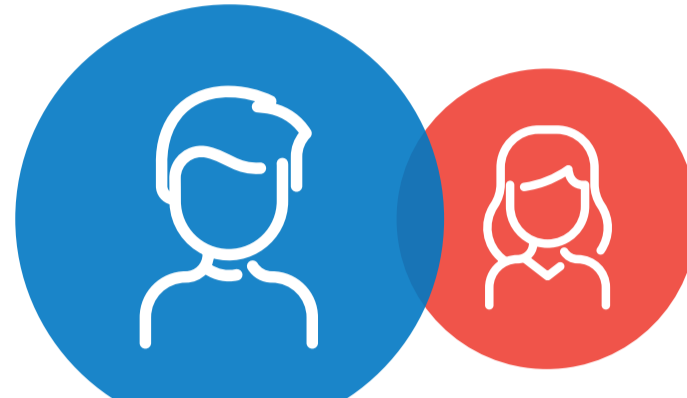
## AUDIENCE DEMOGRAPHICS

### BRAND SCALE



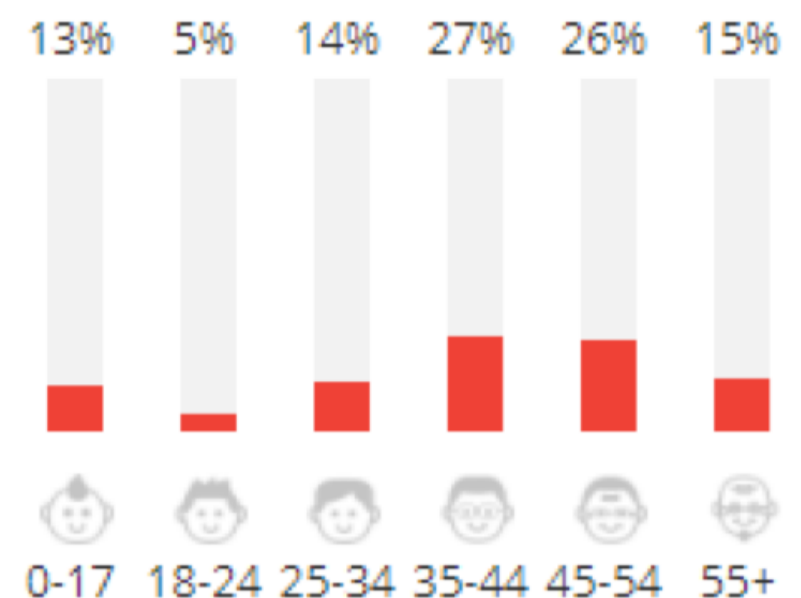
**3.57M**  
As of 19th Feb 2021

### GENDER<sup>1</sup>

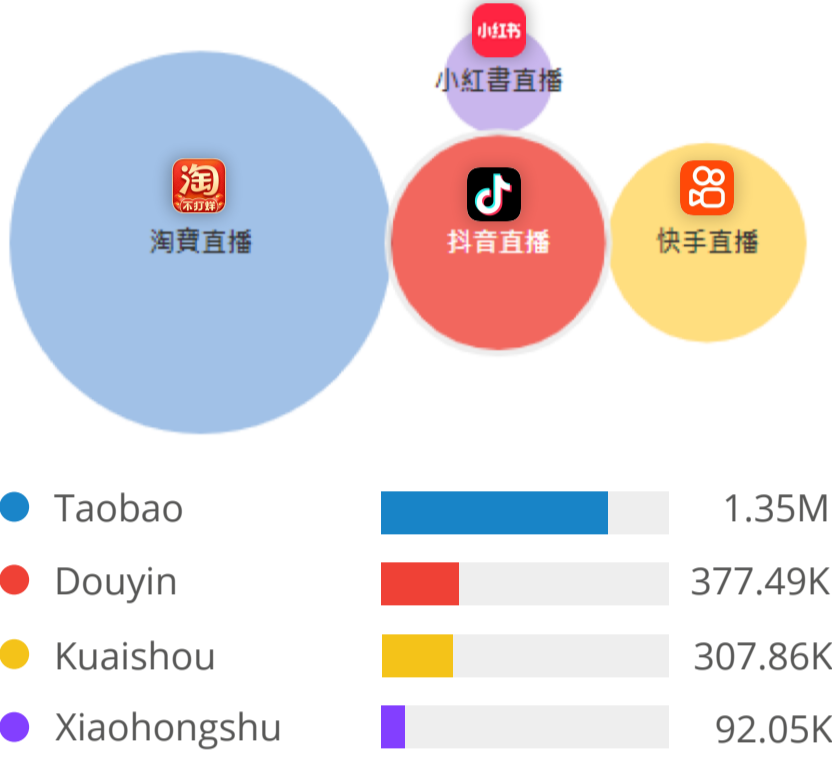


**70% 30%**

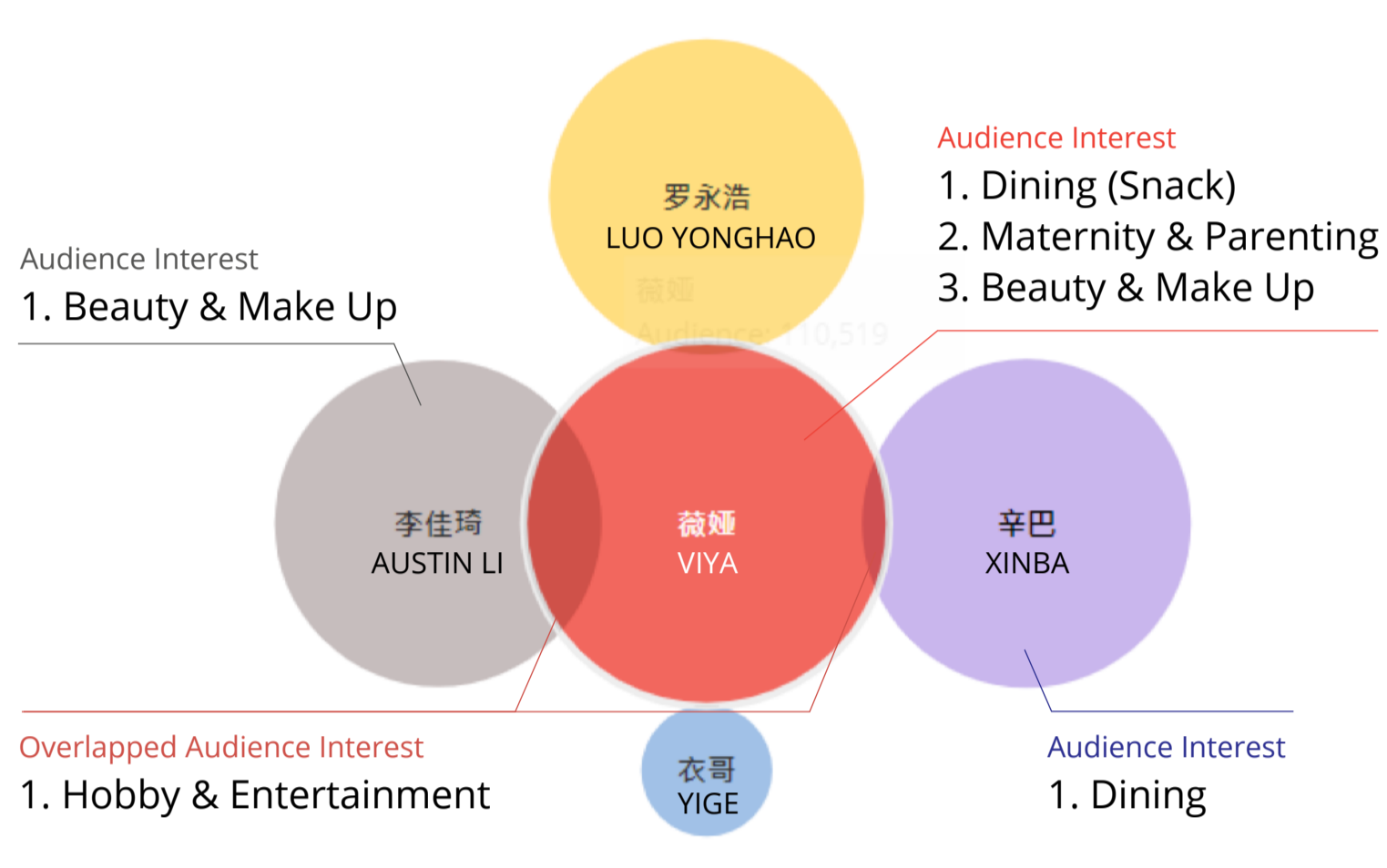
### AGE<sup>1</sup>



## MARKET LANDSCAPE OF CHINA'S LIVE STREAMING PLATFORMS<sup>2</sup>



## MARKET LANDSCAPE OF TOP CHINESE KOLS<sup>3</sup>



## AUDIENCE INTERESTED KEYWORDS<sup>4</sup>

### LIVE STREAMING E-COMMERCE

- **Live Stream Concepts:** e.g. Failed Campaign<sup>1</sup>, Referral Traffic<sup>2</sup>, Create WOM (Word of Mouth)<sup>3</sup>
- **Regulations:** e.g. The Chinese Consumer Association<sup>4</sup>, Supervisions<sup>5</sup>, Investigation Reports<sup>6</sup>
- **Poverty Alleviation:** e.g. Get Rid of Poverty<sup>7</sup>, Agricultural Products<sup>8</sup>, Battle Against Poverty<sup>9</sup>



### KOLS

- **Celebrities:** e.g. Da Yi Ge<sup>1</sup>, Wang Han<sup>2</sup>, Andy Lau<sup>3</sup>
- **Sales Scams:** e.g. Combat Counterfeit<sup>4</sup>, Sale of Counterfeit Goods<sup>5</sup>, Compensations<sup>6</sup>
- **Products:** e.g. Lipsticks<sup>7</sup>, Snacks<sup>8</sup>, Chinese Goods<sup>9</sup>



<sup>1-4</sup> Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Feb 2021

# KEY INSIGHTS ON CHINESE AUDIENCE FOLLOWING LIVE STREAMING E-COMMERCE RELATED TOPICS



01

Majority of the interested audiences are **mature male (aged 35-54)**

02

**Taobao & Tmall** represent the most popular live streaming e-commerce platforms in China



03

Audiences interested in content related to "Hobby & Entertainment" exhibit **lower loyalty** to a specific KOL

04

Expect the Chinese government will bring in **more regulations** to control live-streaming scams in the near future

