



CHINESE SHORT-VIDEO PLATFORMS IN THE SPOTLIGHT: DISCOVER THE KEY DIFFERENCE BETWEEN THE CHINESE NETIZENS IN DOUYIN AND KUAISHOU

Douyin and Kuaishou are the two most dominant short-video sharing apps in China. Douyin, the Chinese version of Tiktok owned by tech giant ByteDance, had 600 million daily active users as of August 2020. Kuaishou, the major rival of Douyin, is developed by Beijing-based Kuaishou Technology with 300 million daily active users as of Jan 2021.

Based on iAudience data, we have tracked and profiled Chinese netizens who followed "Douyin" and "Kuaishou", highlighting their audience profiles, preference and online behaviors as to provide profound insights for marketers in capturing new business opportunities from China's largest short-video sharing platforms.

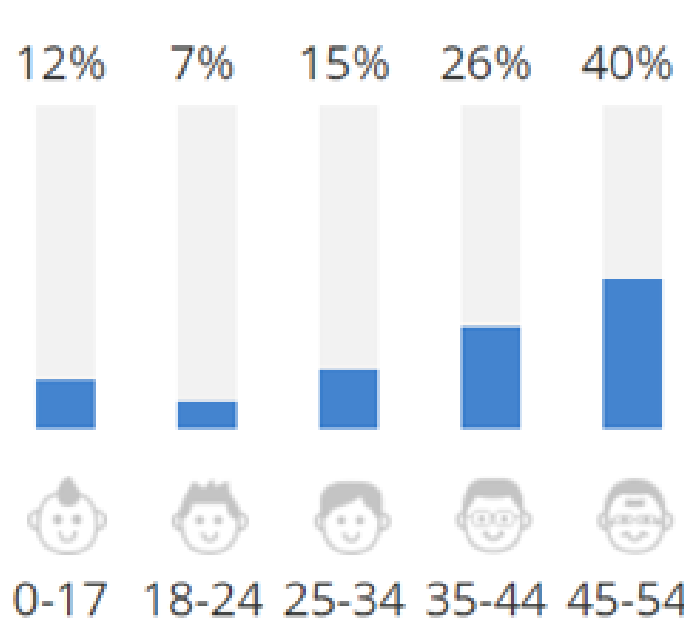
AUDIENCE DEMOGRAPHICS

BRAND SCALE

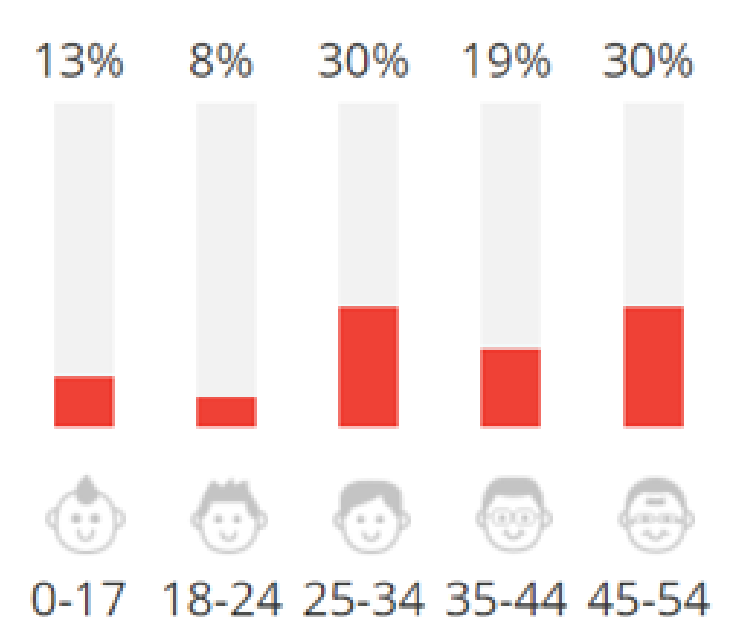


3.86M
As of 15 Jan 2021

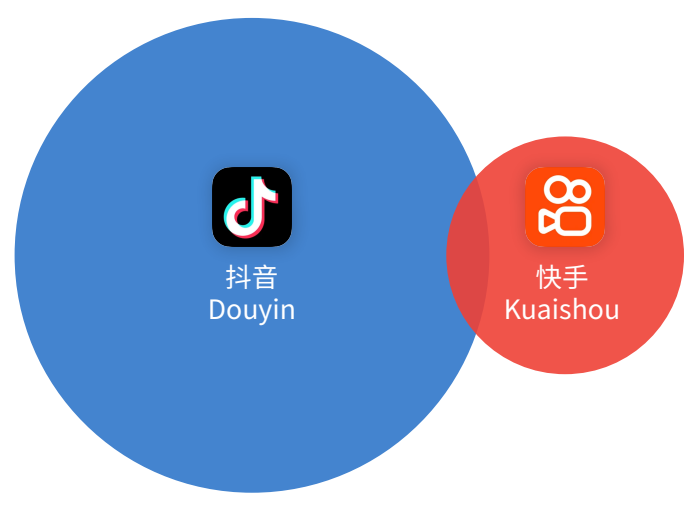
AGE — DOUYIN¹



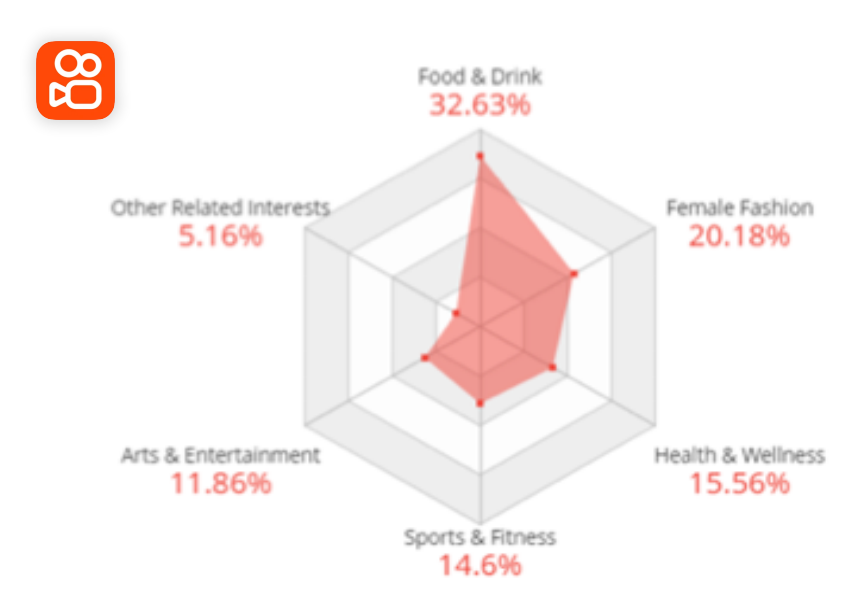
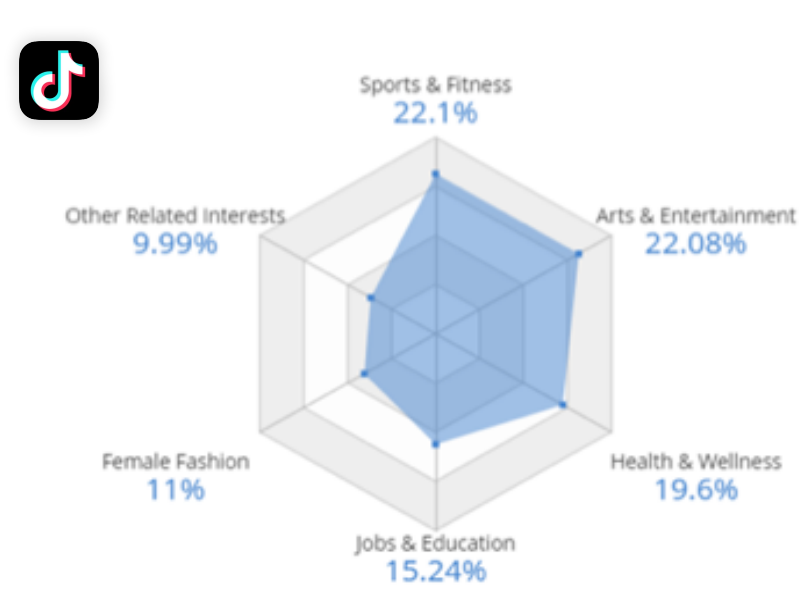
AGE — KUAISHOU¹



MARKET LANDSCAPE OF DOUYIN VS KUAISHOU



AUDIENCE INTEREST CATEGORIES



AUDIENCE INTERESTED KEYWORDS²⁻⁴

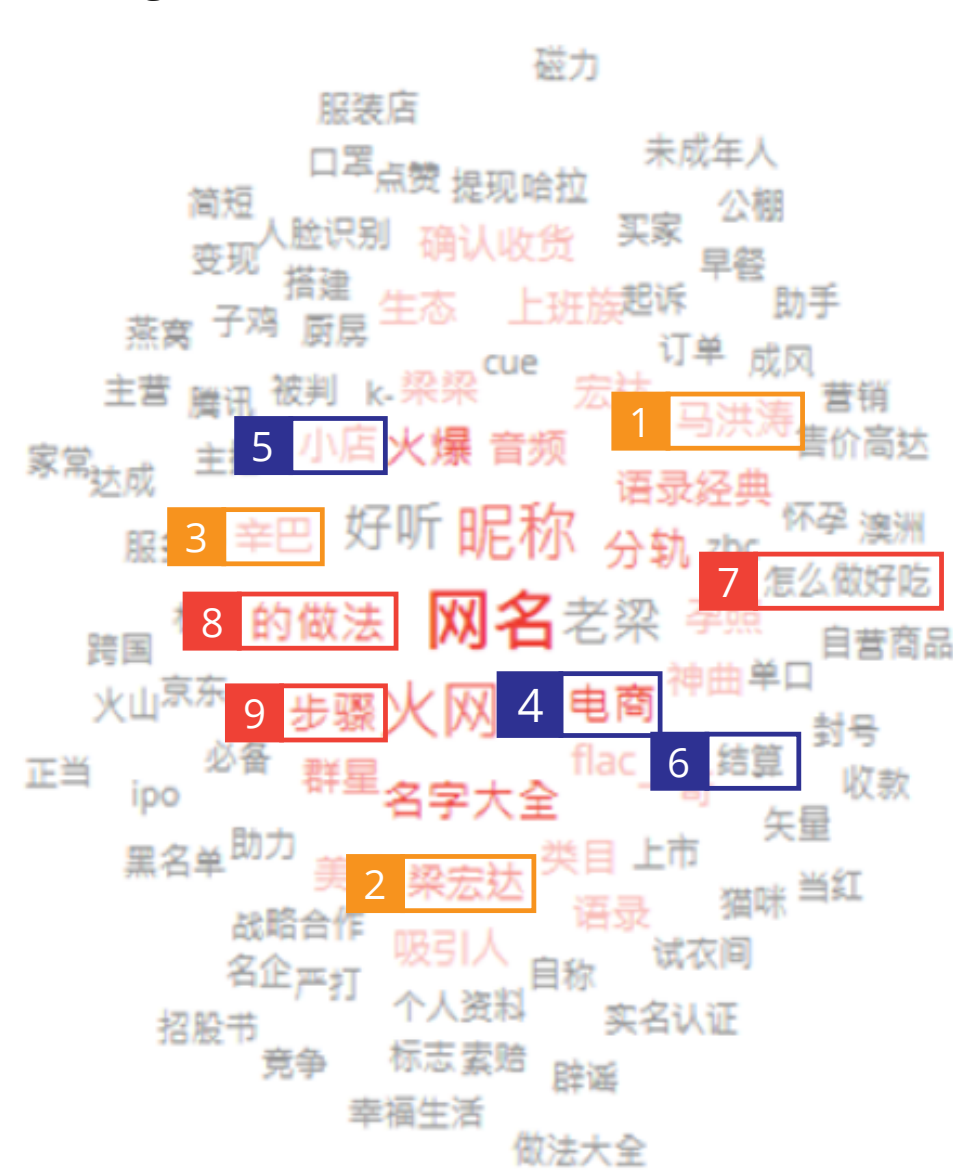
AUDIENCE — DOUYIN

- **Music:** e.g. MPEG Audio Layer 3², Music Zone³, Background Music³
- **Hot Topics:** e.g. Donald Trump⁴, Breaking News³, Koktokay⁶
- **Festive Greetings:** e.g. Birthday⁷, Greetings Quote⁸, Birthday Quote⁹



AUDIENCE — KUAISHOU

- **Influencers:** e.g. Ma Hongtao¹, Liang Hongda¹, Xinba¹
- **Online Shopping:** e.g. E-commerce⁴, Small Store⁵, Checkout⁶
- **How-To Content:** e.g. Food Recipe⁷, Way of Doing Something¹, Procedure⁹



¹⁻⁴ Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Jan 2021

KEY INSIGHTS ON CHINESE AUDIENCE FOLLOWING DOUYIN AND KUAISHOU RELATED TOPICS



01

The audience group of **Kuaishou** is relatively **younger** than Douyin, especially in the **25-34** age group.

02

Audience of **Douyin** is more interested in content related to **lifestyle** and **music**.



03

Kuaishou audiences pay more attention to **food & drinks** and **informative** content.

04

Due to the strong association with **influencer** and **e-commerce**, Kuaishou is a suitable environment for **live streaming e-commerce**.

