

China Live Streaming E-Commerce Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)

February 2021



China Live Streaming E-Commerce Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

China Market Analysis

COVID-19

Dynamics

Competitive Landscape

Company Profiles

China Live Streaming E-Commerce Market: Coverage

Scope of the Report

Attributes	Details
Title	China Live Streaming E-Commerce Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)
Coverage	Regional
Regional Coverage	China
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2021-2025
Competition in the Market	Fragmented
Key Players	Alibaba Group (Taobao), Kuaishou, Pinduoduo Inc., and Douyin (TikTok)

China Live Streaming E-Commerce Market

Executive Summary

Live streaming can be defined as the streaming video over the internet in real time, without being recorded and stored. At present, video game, social media video, TV broadcasts, etc. all can be live-streamed. Live streams can be broadcasted one-to-many connections that go out to multiple users at once. Live stream applications have limited protocols in comparison to videoconferencing technologies like Skype, FaceTime, and Google Hangouts Meet work on real-time communication (RTC) protocols.

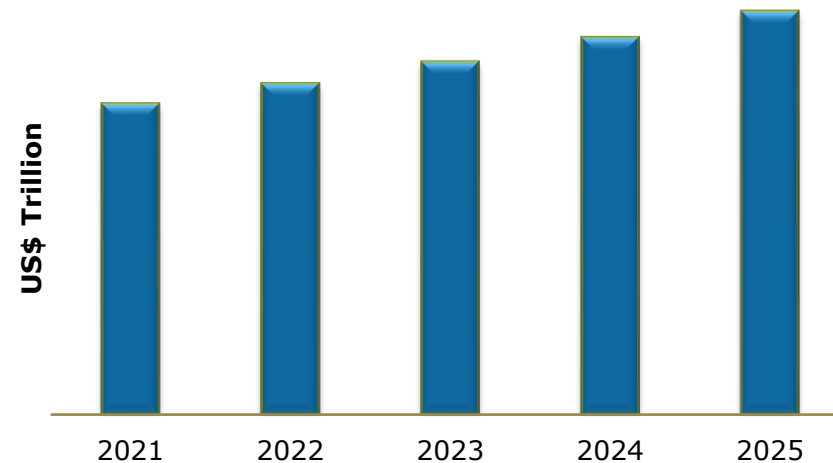
Live streaming e-commerce would transform e-commerce drastically. Dubbed live commerce is the convergence of video and shopping, which helps in improving customer engagement, close the gap between customer and product, drive sales, and at place where bidding is involved increase the average sales price. Furthermore, based on the types, live commerce can be segmented into online marketplace, live auctions, influencer streaming and live events.

China live streaming e-commerce market has progressed promptly over the years and the market is further anticipated to augment during the forecasted years 2021 to 2025. The market would increase owing to different growth drivers such as, growing number of internet users, rising adoption of online shopping, surging urban population, escalating mobile cellular subscription, augmenting social media users, increasing cross border shoppers, etc.

However, the market faces some challenges which are hindering the growth of the market. Some of the major challenges faced by the industry are dependency on third-party logistics service and fail to anticipate buyer needs. Moreover, the market growth would succeed by various market trends like increasing adoption of artificial intelligence, growth in cloud computing technology, influencer marketing, etc.

China E-Commerce Market: An Analysis

China E-Commerce Market by Value

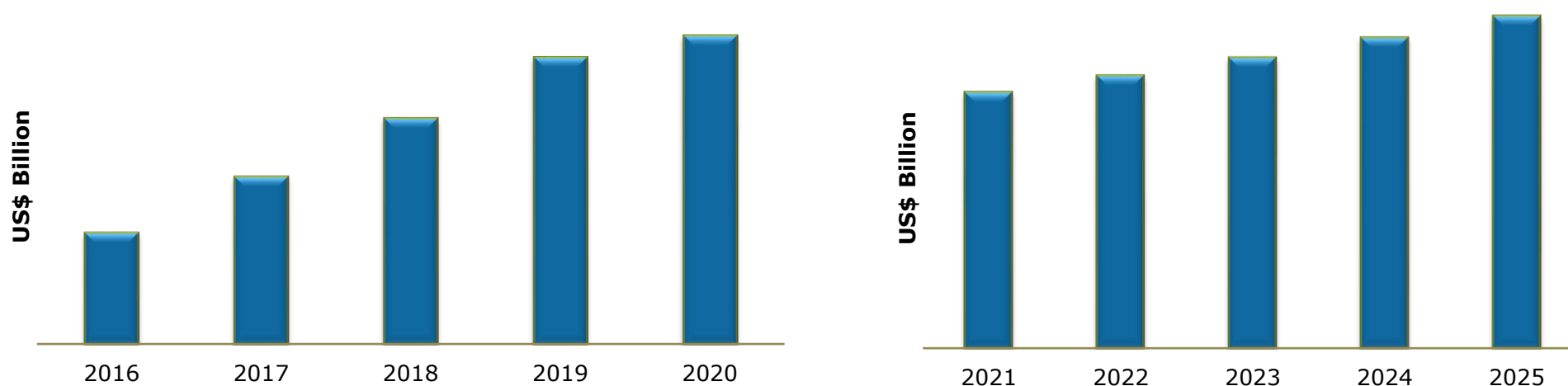


CAGRs	
2021-2025	xx%

China e-commerce market is anticipated to rise up to US\$... trillion by 2025, as compared to US\$... trillion in 2021. The market is expected to propel at a CAGR of xx% over the years 2021 to 2025.

China Live Streaming E-Commerce Market: An Analysis

China Live Streaming E-Commerce Market by Value

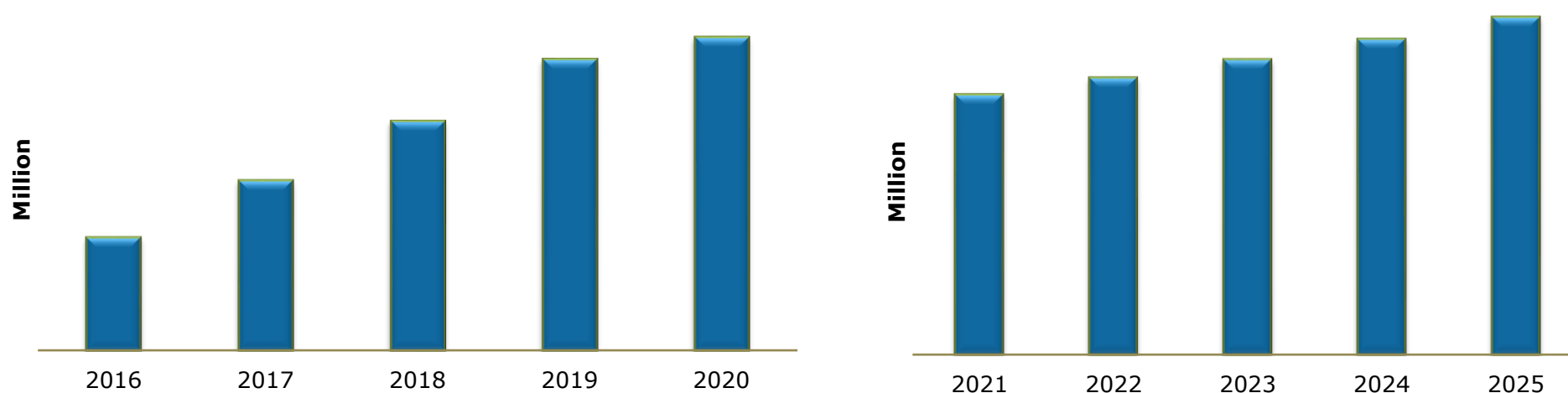


CAGRs	
2016-2020	xx%
2021-2025	xx%

China live streaming e-commerce market was valued US\$... billion in 2020 from US\$... billion in 2019. Furthermore, the market is expected to escalate to US\$.... billion by 2025, increase from US\$... billion in 2021. The market is anticipated to augment at a CAGR of xx% over the years 2021 to 2025.

China Live Streaming E-Commerce Market: An Analysis

China Live Streaming E-Commerce Market by Volume

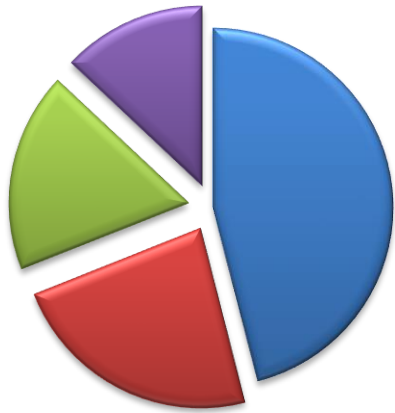


CAGRs	
2016-2020	xx%
2021-2025	xx%

China live streaming e-commerce market volume was ... million in 2020 increase from ... million in 2019. Moreover, the market is anticipated to incline to million by 2025, in comparison to million in 2021. The market is expected to propel at a CAGR of xx% over the years 2021 to 2025.

China Live Streaming E-Commerce Market: An Analysis

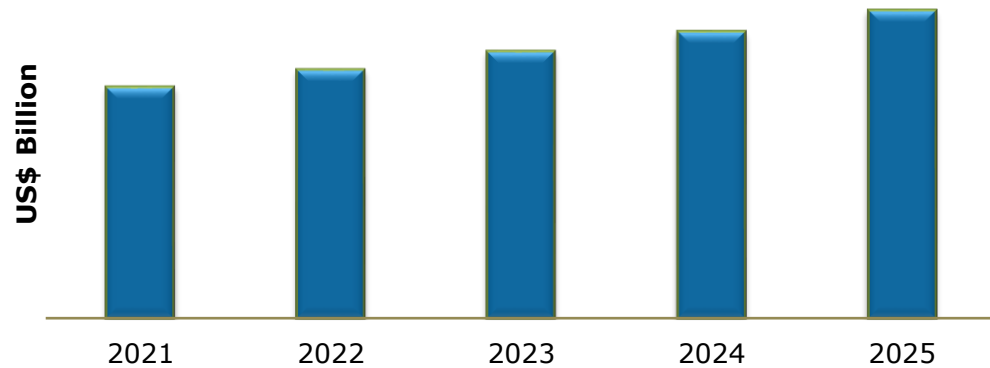
China Live Streaming E-Commerce Market Value by Products



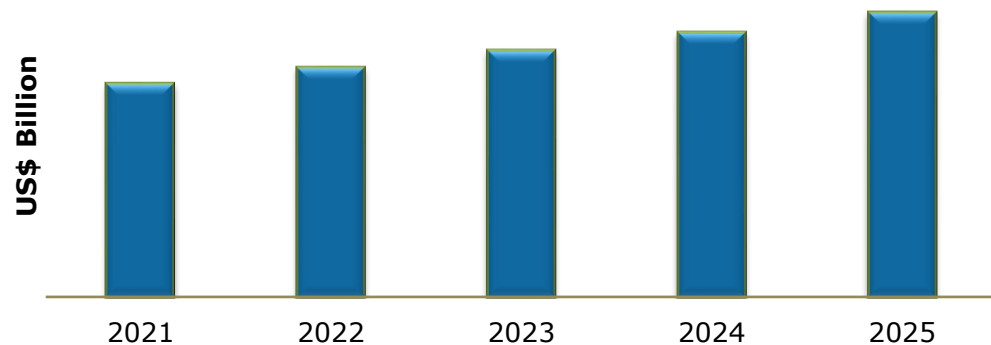
Products	Share
Clothing	xx%
Accessories	xx%
Cosmetics	xx%
Other	xx%

China Live Streaming E-Commerce Market: Product Analysis

China Live Streaming E-Commerce Cosmetics Market by Value



China Live Streaming E-Commerce Clothing Market by Value



Product	GAGR
	2021-2025
Clothing	xx%
Accessories	xx%
Cosmetics	xx%
Other	xx%

China Live Streaming E-Commerce Market: Dynamics



China Live Streaming E-Commerce Market: Competitive Landscape

Players Profiled

- Alibaba Group (Taobao)



- Kuaishou



- Pinduoduo Inc.



- Douyin (TikTok)



Note: The graphs on this slide are only for sample representation.