

China Virtual Goods and Services Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)

July 2021



China Virtual Goods and Services Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

China Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

Company Profiling

China Virtual Goods and Services Market: Coverage

Scope of the Report

Attributes	Details
Title	China Virtual Goods and Services Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)
Coverage	China
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2021-2025
Competition in the Market	Dominated
Key Players	Fulu Holdings Limited, Tencent Holdings Limited, Kaixin001, iQIYI, Inc.

China Virtual Goods and Services Market

Executive Summary

Virtual goods and services refer to non-physical objects and services exchanged in the virtual or non-physical realm. Virtual goods include e-vouchers, in-game virtual currencies and items, accounts, gift cards, membership cards and coupons, which can be exchanged for products and services offered by virtual goods vendors. The first virtual goods can be traced back to early multi-user dimension video games.

The major characteristics of virtual goods are: originally digital; only consumable online; individual ownership; unique; and context-bound.

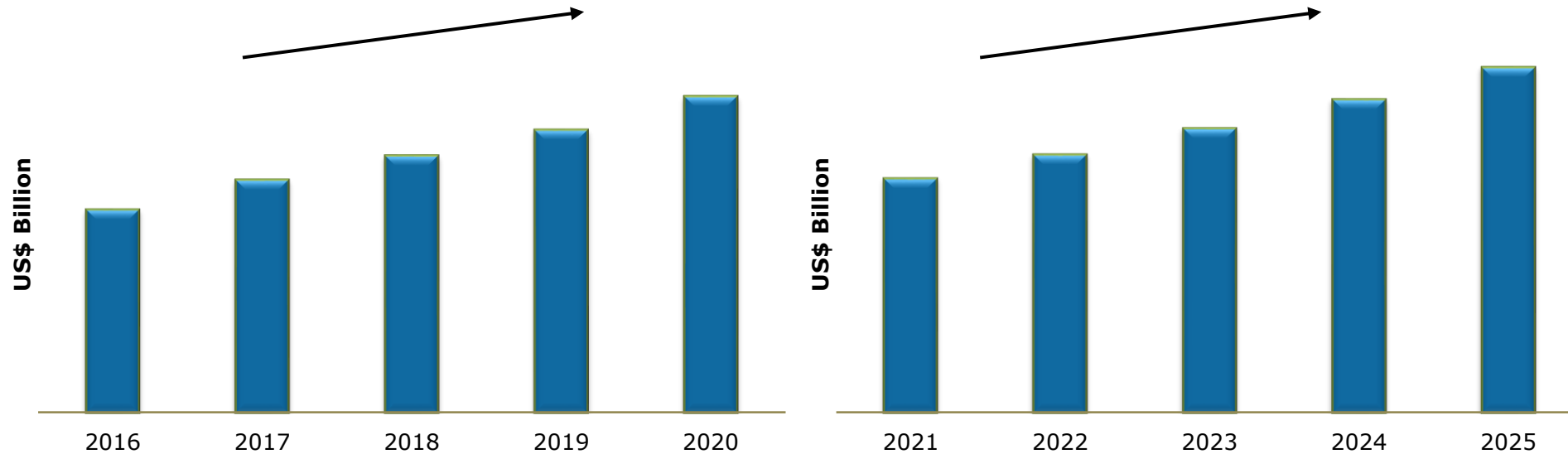
Third-party virtual goods and services platform operators are platforms that connect virtual goods vendors and virtual goods sales channels. Third-party virtual goods and services platform operators typically offer both virtual goods-related services and value-added services, such as online sales platform setting-up, online store operations and marketing and IT services.

The virtual goods and services market can be categorized into four segments in China: Leisure and Entertainment, Games, Telecommunications, and Lifestyle Services.

China virtual goods and services market has increased at a significant CAGR during the years 2016-2020 and is projected to grow even further during the forecast period (2021-2025). The market is expected to be driven by various growth enhancing factors such as the development of China's online pan-entertainment industry, growth of China's economy and consumption, increasing penetration of mobile payments, growing urban population, increasing internet usage, rising young consumer base, etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are entry barriers, privacy, security, and legal threats, regulatory risks, working capital requirements, etc.

Virtual Goods and Services Market: China Analysis

China Virtual Goods and Services Market by Value

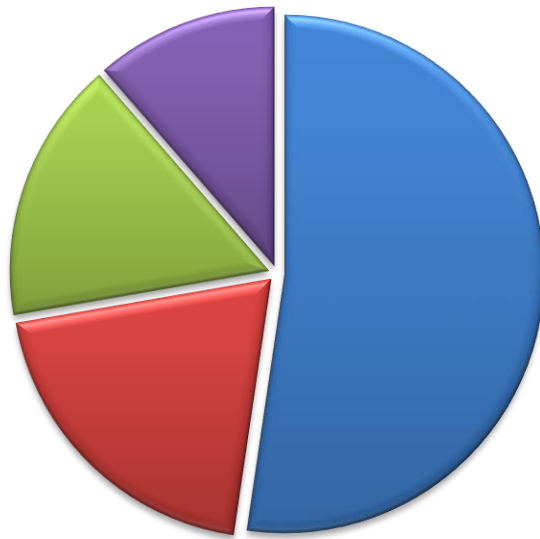


CAGRs	
2016-2020	xx%
2021-2025	xx%

China virtual goods and services market valued at US\$... billion in 2020, increased from US\$... billion in 2019. China virtual goods and services market is anticipated to reach up to US\$... billion by 2025 from US\$... billion in 2021, increasing at a CAGR of% from 2021 to 2025..

Virtual Goods and Services Market: Industry Analysis

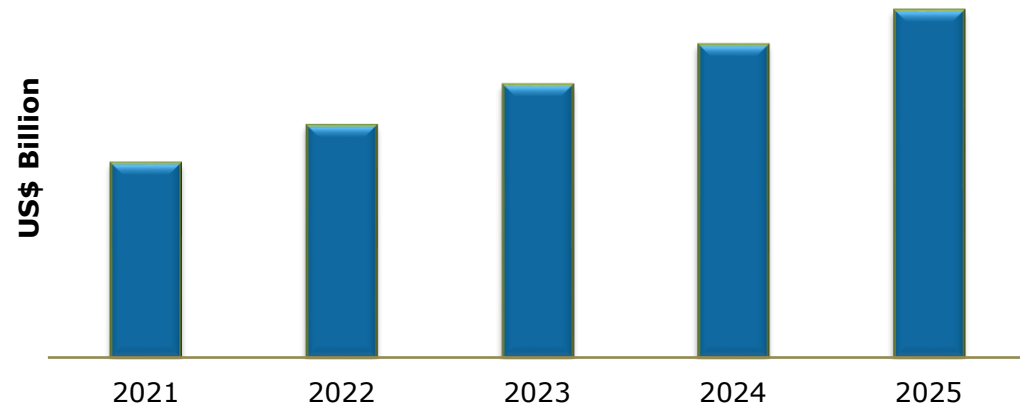
China Virtual Goods and Services Market by Industry



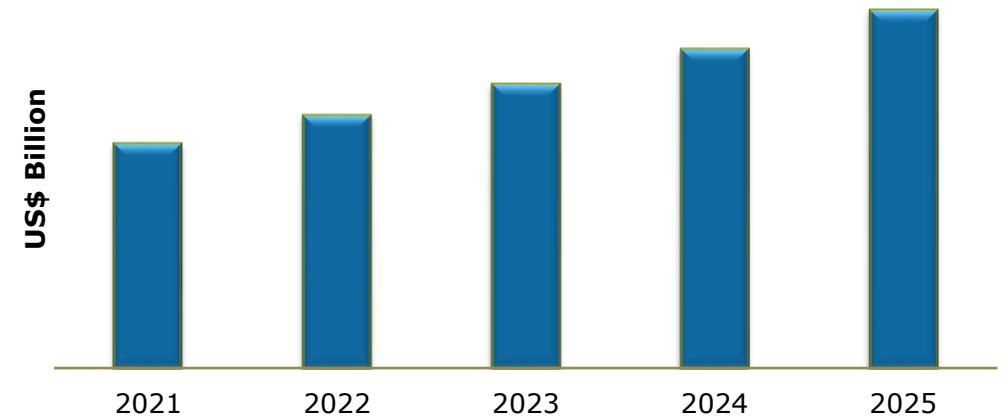
Industry	Share
Telecommunications	xx%
Game	xx%
Lifestyle Services	xx%
Leisure and Entertainment	xx%

Virtual Goods and Services Market: Industry Analysis

China Virtual Telecommunications Market by Value



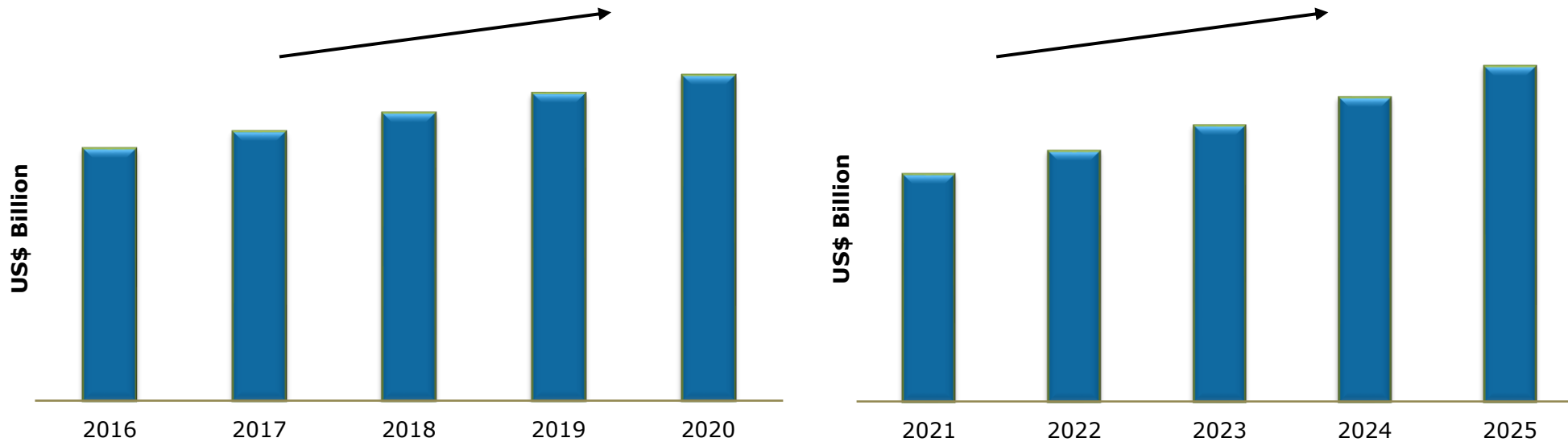
China Virtual Game Market by Value



Industry	CAGR
	2021-2025
Telecommunications	xx%
Game	xx%
Lifestyle Services	xx%
Leisure and Entertainment	xx%

Third-party Virtual Goods and Services Market: China Analysis

China Third-party Virtual Goods and Services Market by Value

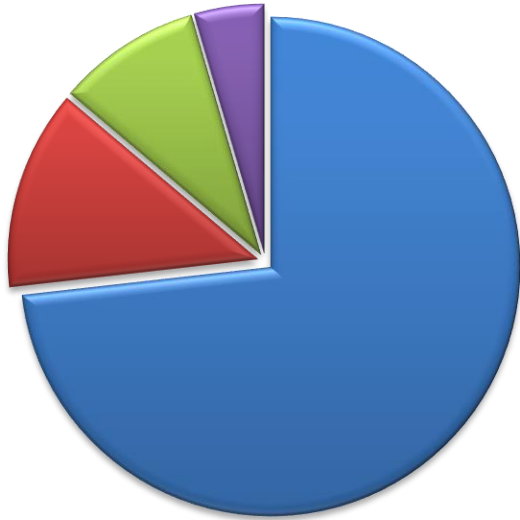


CAGRs	
2016-2020	xx%
2021-2025	xx%

China third-party virtual goods and services market valued at US\$... billion in 2020, increased from US\$... billion in 2019. China third-party virtual goods and services market is anticipated to reach up to US\$... billion by 2025 from US\$... billion in 2021, increasing at a CAGR of% from 2021 to 2025..

Third-party Virtual Goods and Services Market: Industry Analysis

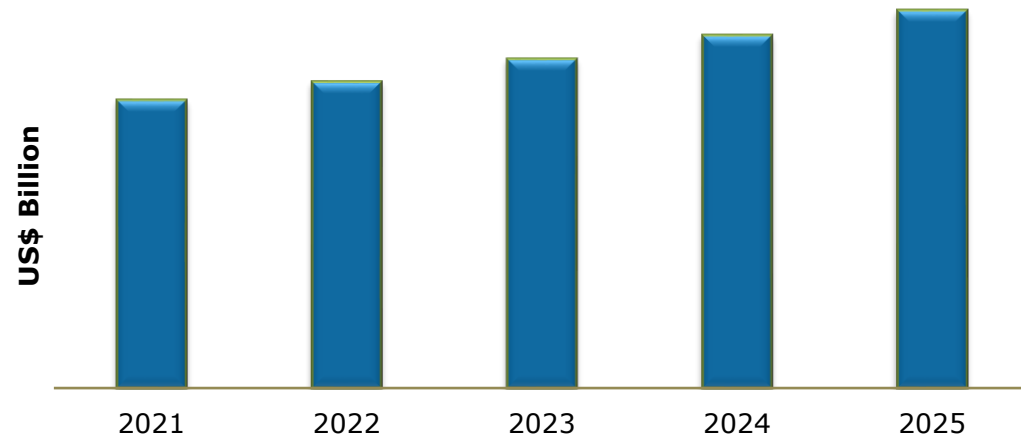
China Third-party Virtual Goods and Services Market by Industry



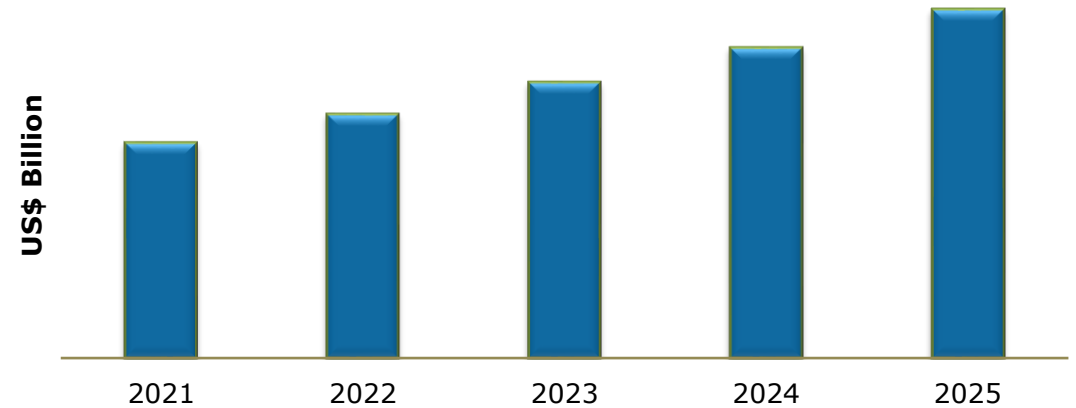
Industry	Share
Telecommunications	xx%
Game	xx%
Lifestyle Services	xx%
Leisure and Entertainment	xx%

Third-party Virtual Goods and Services Market: Industry Analysis

China Third-party Virtual Telecommunications Market by Value



China Third-party Virtual Game Market by Value



Industry	CAGR
	2021-2025
Telecommunications	xx%
Game	xx%
Lifestyle Services	xx%
Leisure and Entertainment	xx%

Virtual Goods and Services Market: Dynamics



Virtual Goods and Services Market: Competitive Landscape

Players Profiled

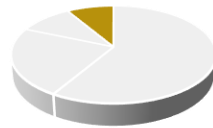
- Fulu Holdings Limited



- Tencent Holdings Limited



- Kaixin001



- iQIYI, Inc.



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