

# China Online Content Communities Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)

May 2021



# China Online Content Communities Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

China Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

Company Profiling

# China Online Content Communities Market: Coverage

## Scope of the Report

Attributes	Details
Title	China Online Content Communities 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	Zhihu Inc., Weibo, Bilibili Inc., Kuaishou

# China Online Content Communities Market

## Executive Summary

Online content communities are groups of people with shared interests or purpose who use internet to communicate with each other. Members can interact by uploading images, video, music and other content, whereas other users can post, comment and give advice. Online community content can be broadly categorized along two dimensions: information v/s communication, and active v/s passive.

Online content communities provide a number of benefits to the users. Some of the advantages of Online content communities are better customer experience, create real connections, exchange and share of diverse content and information, deeper engagement, and building trust.

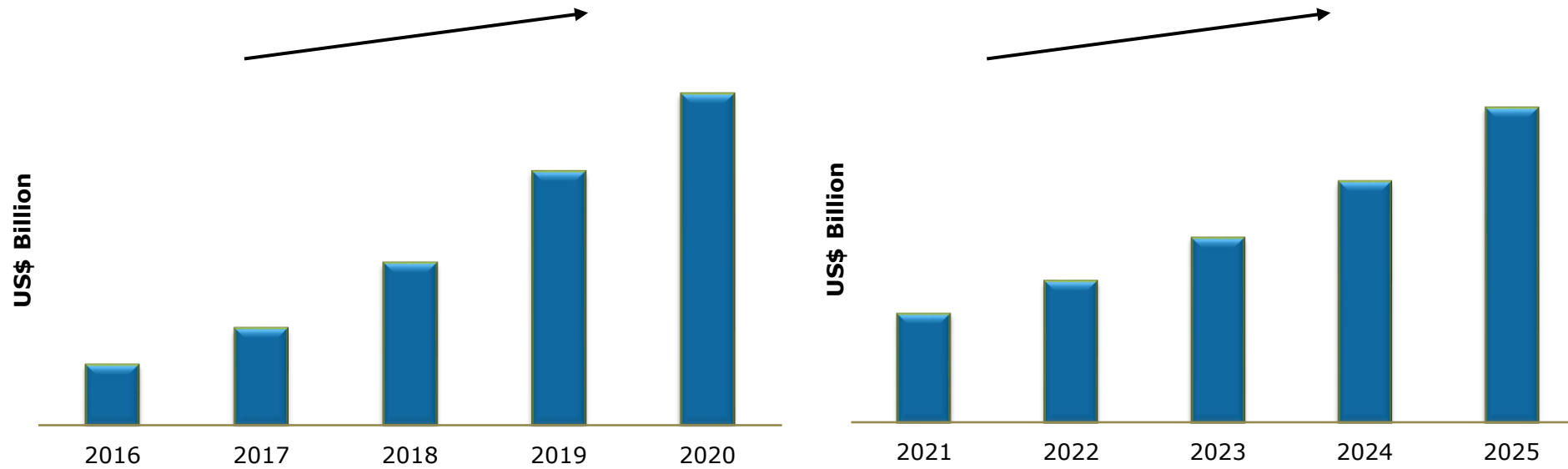
There are three forms of online communities: private communities (accessed by login or are invite-only); public communities (easily searchable); and hybrid communities (some public elements but require a login for full use).

The online content communities market can be categorized into two segments: Online Comprehensive Content Communities and Online Vertical Content Communities.

China online content communities 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 growing urban population, increasing internet usage, escalating use of smartphones, rising millennial income, growing influence of social media, etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are too much emphasis on expertise, regulatory risks, rising levels of spam and abuse, privacy, security and legal threats, etc.

# Online Content Communities Market: China Analysis

## China Online Content Communities Market by Value

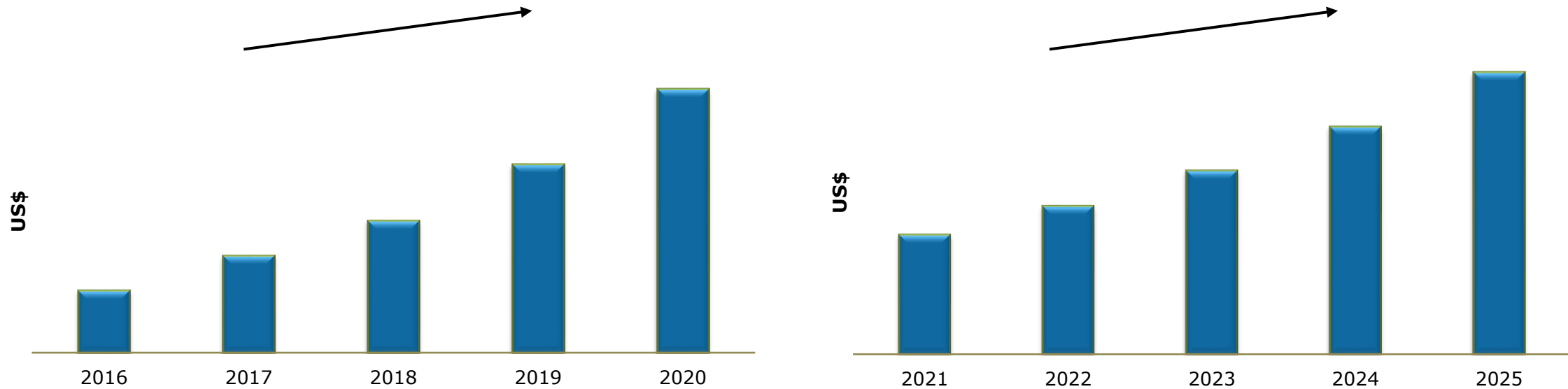


CAGRs	
2016-2020	xx%
2021-2025	xx%

China online content communities market valued at US\$... billion in 2020, increased from US\$... billion in 2019. China online content communities 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..

# Online Content Communities Market: China Analysis

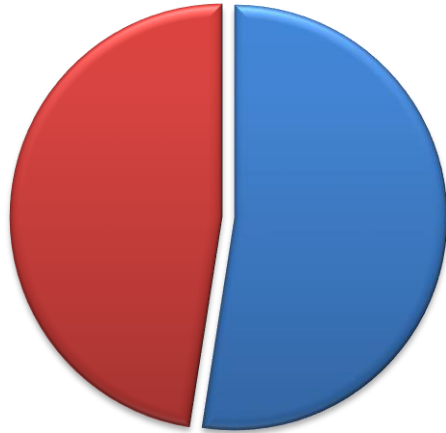
## China Online Content Communities Market by Revenue per User



The revenue per user of China's online content communities market reached US\$... in 2020, increased from US\$... in 2019. The revenue per user is anticipated to reach up to US\$... by 2025 from US\$... in 2021.

# Online Content Communities Market: China Analysis

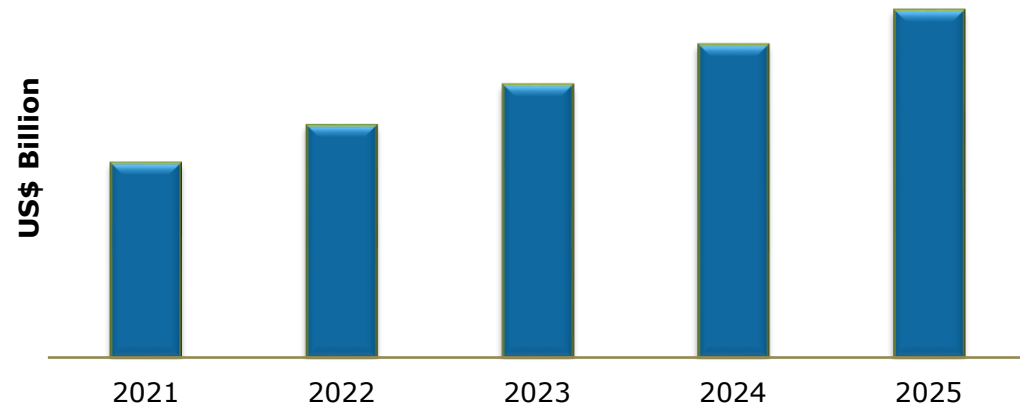
## China Online Content Communities Market by Segments



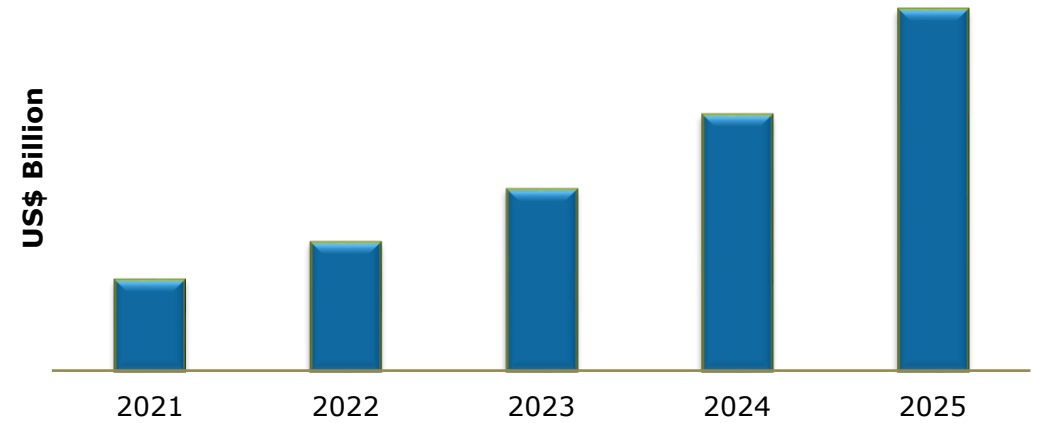
Segments	Share
Online Vertical Content Communities	xx%
Online Comprehensive Content Communities	xx%

# Online Content Communities Market: Segment Analysis

**China Online Vertical Content Communities Market by Value**

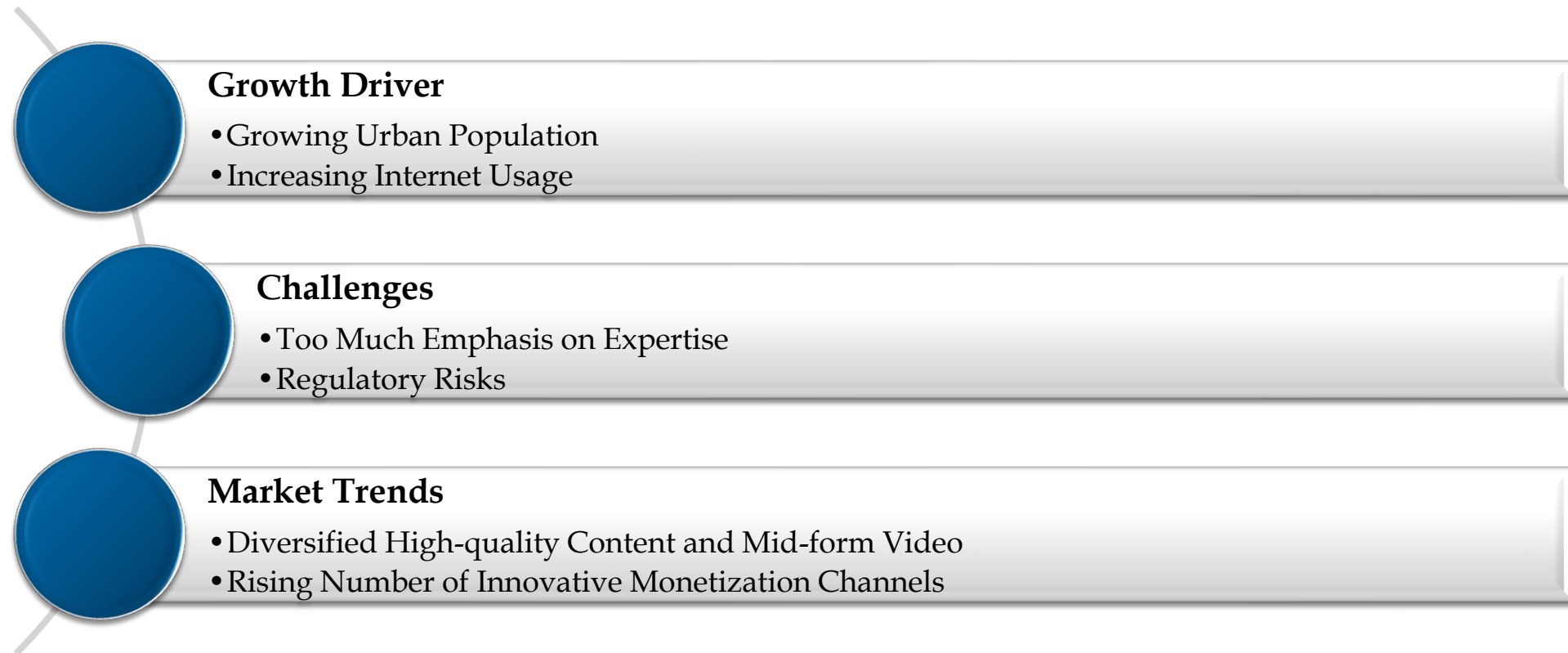


**China Online Comprehensive Content Communities by Value**





Segments	CAGR
	2021-2025
Online Vertical Content Communities	xx%
Online Comprehensive Content Communities	xx%

# Online Content Communities Market: Dynamics

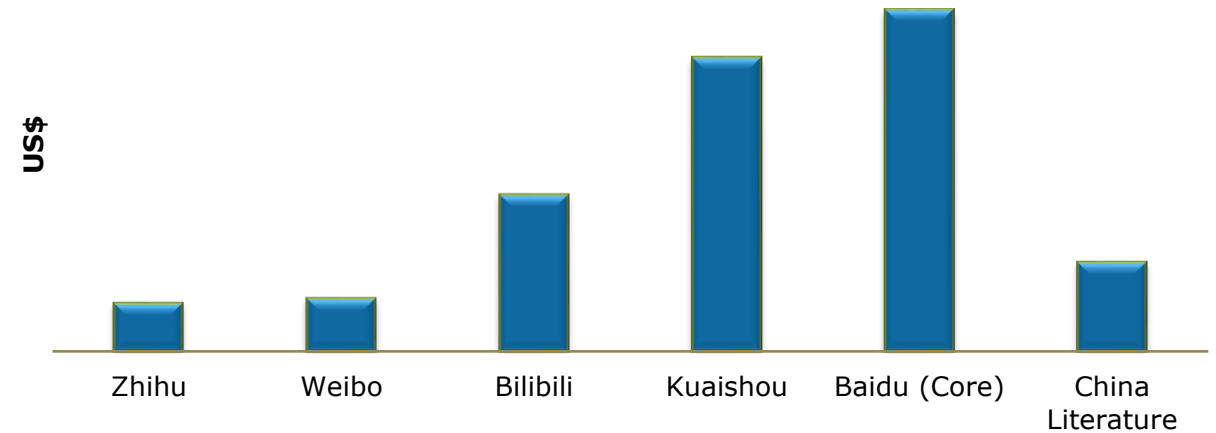


# Online Content Communities Market: Competitive Landscape

## Players Profiled

- Zhihu Inc. 
- Weibo 
- Bilibili Inc. 
- Kuaishou 

## China Online Content Communities Market Players by Revenue per MAU



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