

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

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Abstracts

Scope of the Report

The report titled “China Live Streaming E-Commerce Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)”, provides an in-depth analysis of China live streaming e-commerce market with description of market sizing and growth.

Furthermore, the report also provides detailed analysis of market by value, by type, by penetration, by volume and by products.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall China live streaming e-commerce market has also been forecasted for the years 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Some of the major players operating in the China live streaming e-commerce market are Alibaba Group (Taobao), Kuaishou, Pinduoduo Inc., and Douyin (TikTok), whose company profiling has been done in the report. Furthermore, in this segment of the report, business overview, financial overview and business strategies of the respective companies are also provided.

Company Coverage

Alibaba Group (Taobao)

Kuaishou

Pinduoduo Inc.

Douyin (TikTok)

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.

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