

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

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## Abstracts

### Scope of the Report

The report entitled “China Online Content Communities Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)” provides an in-depth analysis of the online content communities market in China including detailed description of market sizing and growth. The report provides an analysis of China online content communities market by value, by revenue per user and includes segment analysis as well.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of China online content communities market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the online content communities market in China are Zhihu Inc., Weibo, Bilibili Inc., and Kuaishou. The four companies have been profiled in the report providing their business overview, financial overview and business strategies.

### Country Coverage

China

### Company Coverage

Zhihu Inc.

Weibo

Bilibili Inc.

Kuaishou

## Executive Summary

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.

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