

China We-Media Marketing Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025)

<https://marketpublishers.com/r/CC41C7B1EC4AEN.html>

Date: February 2021

Pages: 63

Price: US\$ 850.00 (Single User License)

ID: CC41C7B1EC4AEN

Abstracts

Scope of the Report

The report titled “China We-Media Marketing Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025)” provides detailed analysis of China we-media marketing market by value. This is followed by analysis of performance based we-media marketing market and a study of its various sub segments.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall sports goods market in Europe 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.

Joy Spreader Interactive Tech Ltd., Kuaishou, WeChat (Tencent Holdings), Weibo Corporation and Douyin (TikTok) are some of the key players operating in a highly fragmented China we-media marketing market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

Company Coverage

Joy Spreader Interactive Tech Ltd. Kuaishou WeChat (Tencent Holdings) Weibo Corporation Douyin (TikTok) Executive Summary

We-media (also called as self-media) is a platform on the Internet. It gives a user the facility to write article published videos which are possessing a very unique identity. On

the basis of content format, we-media platform can be split into three types namely text, video- and audio-based. Besides the conventional we-media like blogs, other we-media platforms that are gaining prominence are live streaming platforms and self-made funny video platforms.

We-media marketing market can be segmented into performance based and non-performance based. Performance based we-media market can be further split into app marketing, e-commerce marketing, online promotion activities and HTML 5 related content marketing.

China we-media marketing market is forecasted to grow at a healthy rate over the forecast period (2021-2025). Surging use of we-media as a marketing tool, spike in number of smartphone users and rising time spent on mobile internet per capita are the factors driving the growth of the market. Media censorship and dearth of highly qualified professionals are the factors restraining the market's growth.

Use of we-media in the fashion industry, short form video marketing and rapid growth of performance based we-media marketing are some of the trends in the market.

China we-media marketing service providers witnessed growth in revenues mainly from performance-based we-media marketing service of online products. Much of this growth came from apps (game, arts and literature, finance, apps, and education) as more people showed interest in online entertainment due to Covid-19. Furthermore, due to the epidemic, a surge in other we-media platforms such as livestreaming has been witnessed.

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