

Social Commerce - China - August 2020

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“Social commerce has evolved quickly during the past few years. Increasingly more social media platforms have jumped on the bandwagon officially by incorporating the livestreaming and shopping function directly into the platform so that consumers don’t have to be redirected to e-commerce platforms to make the final purchase.”
– **Summer Xia, Research Analyst**

This report looks at the following areas:

- Various user behaviours and attitudes on social commerce across city tiers
- Compete to earn mindset of well-educated consumers
- What’s next for selling on WeChat

Mintel is very positive about the future of social commerce in China as Chinese netizens now are used to shopping for consumer goods online and favour shopping online. A piece of good news for social commerce players is that more respondents would choose them over traditional comprehensive shopping websites for future purchases. Nonetheless, it’s difficult to stand out from the crowd as both social media platforms and traditional e-commerce players are entering the battleground having witnessed the great potential of social commerce.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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