

## Digital Trends - Q3 - China - November 2020

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"COVID-19 has not stopped the process of digitalization in China. It has changed consumers' consumption practices in all walks of life. The rise of live streaming has reshaped the entire e-commerce industry. In the medical industry, the concept of health monitoring and the rise of online medical platforms have become catalysts for accelerating the online medical industry's development."

**-Blair Zhang, Research Analyst**

This report looks at the following areas:

- **Advances in technology and health awareness have promoted the rise of the online medical industry**
- **Live streaming brings the next wave of online shopping growth**

In terms of digital devices, mobile phones still dominate screen time. Meanwhile, devices that can bring consumers more leisure experiences are also growing in popularity, such as smart wearable devices and smart speakers. Making them more user-friendly can help achieve a higher market share.

In terms of recreational activities, the rapid rise of live streaming has brought the online shopping industry more possibilities and low-tier cities may lead the next wave of online shopping growth.

In terms of health awareness, consumers have a stronger awareness and demand for health monitoring than ever before. While they affirm the role of online medical platforms, consumers also expect online medical treatment to be as effective as offline. Industry players who can develop such an offering and win over consumer trust will secure a strong position for the long term in this market.

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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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## The Market – What You Need to Know

- Short video and live streaming accelerate the reformation of the e-commerce industry
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