Live streaming commerce leverages mass consumers’ enthusiasm for promotions and discounts as well as brands’ focus on it as a key marketing channel. Along with the popularity, live streaming commerce can expect more regulation to ensure healthy growth.”

– Blair Zhang, Research Analyst

This report looks at the following areas:

For consumers, live streaming shopping has become one of the most popular trending topics of the day. First attracted by the lower prices, consumers are jumping onto this shopping trend looking for intuitive, efficient and interactive experiences. Many consumers also use live streaming shopping as a form of leisure and entertainment since it can provide companionship and interaction for consumers.

For brands, live streaming is not only a sales method but can also form a part of their marketing strategy. They can use live streaming as a communication channel to convey brand stories and brand identities, as well as to connect with their target audience. This shows that with live streaming brands can impact consumers not only thanks to it facilitating faster shopping decisions but also its ability to exert a daily influence.

In the future, it will be possible to sell anything through live streaming. The mindset should not be limited to retail products. Collaborations between live streaming and various industries is a strategy that can break growth ceilings. And a low-price strategy shouldn’t be blindly relied on. Although low prices are now almost synonymous with live streaming shopping, in the future, this may be the most mundane feature of live streaming commerce since it will be empowered with other significance.

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

Overview

What you need to know
Covered in this report

Executive Summary

The market
Surging popularity of live streaming commerce
Figure 1: Live streaming commerce users, March 2020 to February 2021
The industry also faces dilemma of weak supervision
Companies and brands
Traditional eCommerce platforms
Entertainment content platforms
Boosting home appliance sales through live streaming
Live streaming KOL helps farmers on variety show
The consumer
Three quarters of spectators prove the popularity of live streaming commerce
Figure 2: Live streaming platforms usage, December 2020
High-quality content and operations retaining attention
Figure 3: Time spent on watching live streaming shopping, December 2020
Passionate interaction drives quick purchasing decisions
Figure 4: Live streaming purchased categories and behaviours, December 2020
Potential for high-priced products in live streaming
Figure 5: Spending through live streaming shopping, December 2020
Focus on triggering demand through live streaming shopping
Figure 6: Influencing factors when purchasing through live streaming shopping, December 2020
Live streaming as a new communication channel
Figure 7: Attitudes towards live streaming shopping, December 2020

What we think

Issues and Insights

Unleash potential by enhancing the shopping experience
The facts
The implications
Not only see live streaming as a sales channel
The facts
The implications

The Market – What You Need to Know

Live streaming accelerates eCommerce revolution
Brands are empowered by live streaming commerce
Regulations create a healthy online streaming environment

**Market Drivers**

Consumer participation provides the foundation
*Figure 8: Online shopping users size and growth rate, December 2016 to December 2020*
*Figure 9: Live streaming commerce users, March 2020 to February 2021*

Enterprises’ active engagement driving development
*Figure 10: Platform usage in live streaming shopping, December 2020*

Technology development leads the future
*Figure 11: Agreement with the statement that live streaming is straightforward and effective for product introduction, December 2020*

Regulations help healthy market growth
*Figure 12: Influencing factors when purchasing through live streaming shopping, December 2020*

**Key Players – What You Need to Know**

Traditional eCommerce platforms
Entertainment content platforms
Other internet giants

**Competitive Strategies**

Reasonable behaviours: regarding live streaming as marketing methods, instead of selling goods only
Try to avoid: blindly relying on low-price strategy for promotions

**Who’s Innovating?**

Gree made sales record through live streaming
*Figure 13: CEO of Gree Electric Appliance creates sales record through live streaming, June 2020*

Live streaming KOL helped farmers on variety show
*Figure 14: Weiya’s live streaming on the variety show Back to Field to sell agricultural and side-line products, May 2020*

When fitness app meets live streaming
*Figure 15: Keep app’s live cycling lesson, February 2021*

**The Consumer – What You Need to Know**

The most popular form of shopping
Provides both companionship and entertainment for consumers
Low price and shopping experience are both required

**Platform Usage in Live Streaming Shopping**

Three quarters of spectators prove the popularity of live streaming commerce
*Figure 16: Platform usage in live streaming shopping, December 2020*

Balance awareness and turnover via live streaming
*Figure 17: Self-managed live streaming campaign conducted by Joyoung, May 2020*
*Figure 18: Double 11 Shopping Festival live streaming campaigns conducted by famous KOLs, October to November 2020*

Live streaming commerce stimulates shopping enthusiasm
Figure 19: Usage of live streaming shopping on Taobao and Douyin, by age and monthly household income, December 2020

Silver economy to prosper under live streaming commerce

Figure 20: Non-users of live streaming shopping platforms, by age and monthly household income, December 2020

Time Spent on Live Streaming Shopping

High-quality content and operations retain attention

Figure 21: Time spent on watching live streaming shopping, December 2020

Post-90s tends to be more receptive to live streaming shopping

Figure 22: Time spent on watching live streaming shopping, by generation, December 2020

Optimizing live streaming content quality to retain more attention

Figure 23: Purchased products through live streaming, by time spent on watching, December 2020

Purchasing Behaviours

Passionate interaction drives quick purchasing decisions

Figure 24: Live streaming purchased categories and behaviours, December 2020

Live streaming means ‘stimulation + influencing’ for brands

Figure 25: Live streaming purchased categories and behaviours, by seasonal promotion periods, December 2020 to January 2021

Females engage in live streaming and buy more

Figure 26: Live streaming purchased categories and behaviours, by gender, December 2020

Figure 27: Live streaming purchased categories and behaviours, by gender and age, December 2020

Spending on Live Streaming Shopping

Potential for high-priced products in live streaming

Figure 28: Spending through live streaming shopping, December 2020

Live streaming not just limited to products

Figure 29: Spending through live streaming shopping, by purchased categories, December 2020

Live streaming provides companionship for consumers

Figure 30: Spending through live streaming shopping, by time spent on watching live streaming shopping, December 2020

Figure 31: Weibo comments on Jiaqi Li’s live stream, October 2020

Purchasing Drivers in Live Streaming Shopping

Focus on inspiring demand through live streaming shopping

Figure 32: Influencing factors when purchasing through live streaming shopping, December 2020

Live shopping does not mean sacrificing shopping experience

Figure 33: Influencing factors when purchasing through live streaming shopping, by monthly household income, December 2020

Apply live streaming as a virtuous circle in marketing

Figure 34: Influencing factors when purchasing through live streaming shopping, by money spent during live streaming shopping, December 2020

Attitudes towards Live Streaming Shopping

Live streaming as a new communication channel

Figure 35: Attitudes towards live streaming shopping, December 2020

Convert sales among indecisive consumers

Figure 36: Agreement with statement that live streaming easily makes consumers spend money unnecessarily, by gender, December 2020
Live streaming may not be the only answer for future retailing
Figure 37: Agreement with statement that live streaming could replace other shopping methods, by ages, December 2020

Confluence of quality and traffic is a necessity
Figure 38: Selected attitudes towards live streaming shopping, December 2020

Meet the Mintropolitans

Mintropolitans view brand awareness as a priority
Figure 39: Top 5 influencing factors when purchasing through live streaming shopping, by consumer classification, December 2020
Figure 40: Example of negative comment about Louis Vuitton’s live streaming show, March 2020

Mintropolitans are heavy users of live streaming shopping
Figure 41: Time spent on watching live streaming shopping, by consumer classification, December 2020

Appendix – Methodology and Abbreviations
Methodology
Abbreviations