

Social Media Apps - China - 2022

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This report looks at the following areas:

- Commonly used social media apps by Chinese consumers and the frequency of using them
- What consumers usually do on social media platforms
- Reasons for using social media
- Evaluation of the mainstream social media platforms
- Actions social media platforms can take to increase users' satisfaction with them

With the booming of social ecommerce and short videos, social media platforms are no longer used only to socialise but have become an indispensable part of consumers' daily lives. However, with the growth of mobile internet users slowing down, it becomes difficult for social media platforms to gain new users in an increasingly saturated market.

On the consumer side, Mintel's research reveals that consumers desire diversified content and various entertaining functions on social media (61% of respondents say they have used 8-10 social media apps within the last 3 months). To stand out in the competition, social media platforms must explore new growth methods, such as covering more business areas, enhancing content creation and establishing professional and vertical communities, to satisfy the needs of specific consumer groups.

In addition, Mintel also discovers that consumers have concerns about privacy protection and false information on social media platforms. Under scrutiny from regulators, brands and platforms should consider engaging consumers in more authentic and transparent ways.



"Social media apps have become an important channel for consumers to obtain information and record their lives, while the concern about false information and privacy protection has made consumers focus more on the accountability of platforms and brands."

– Toby Xu, Research Analyst

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- Engaging consumers through responsible marketing

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- Social media platforms are seeking growth in a saturated market
- China's regulators tighten grip on social media
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- Short video becomes the primary growth driver for social media

KEY PLAYERS' PERFORMANCE

- Tencent ecosystem
- Douyin
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