



Live Streaming Commerce - China - 2023

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This report looks at the following areas:

- Brands and live streamers
- Key live streaming platforms awareness and category purchase behaviours among consumers
- Live streaming shopper segmentation and profile based on the time spent in live streaming shopping
- Important elements in live streaming shopping that are attractive to audiences/shoppers
- Reasons why consumers stay loyal to a particular live streamer

Mintel's consumer survey suggests 58% of consumers are more eager to see well-selected products than simply low prices from live streaming shopping, especially those aged 40-59. This shows that live streaming commerce will likely serve a shopping assistant-like role in the future.

Although COVID-19 outbreaks have hindered the growth of the overall retail industry, the online retail channel of live streaming is still booming and is moving towards more refined operations. In the post-pandemic retail market, industry players participating in live streaming commerce need to pay more attention to the expansion of sales categories, such as catering and tourism industries.

Both brands and live streamers need to identify their own positioning and put out content that is more in line with market demand to differentiate from the competition. A future opportunity lies in high-quality content. As live streaming is increasingly used as a brand marketing channel, attention should be paid to telling stories and enhancing brand influence during live streaming shopping. And as for live streamers, a distinct persona may help win consumers' screentime and increase loyalty.

Although new policies have helped the industry develop in a standardised direction, counterfeiting in live streaming is still challenging consumers' bottom line. Brands, live streamers and platforms need to realise that, at its core, live



"Live streaming shopping no longer just means low prices for consumers. This requires brands to develop a live streaming strategy that considers both sales and brand influence. It illustrates that live streaming commerce has entered the second stage of competition – one of integrating content creation capabilities and ecommerce operational efficiencies."

– **Blair Zhang, Senior Research Analyst**

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streaming is still all about ecommerce. Therefore, ensuring product quality and after-sales service is the key to winning consumers' trust, and it is also an excellent pillar to solving all traffic problems.

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