

# Outlook for China's Ecommerce 2022

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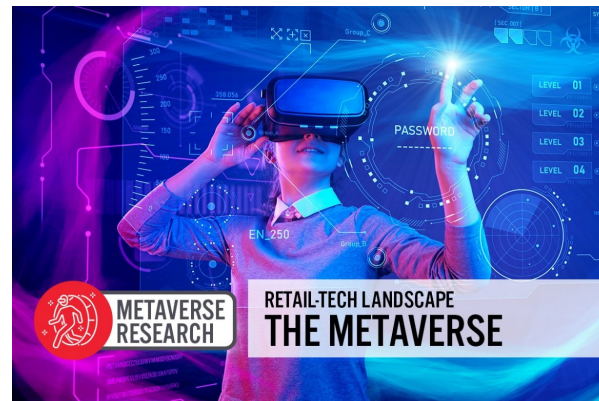
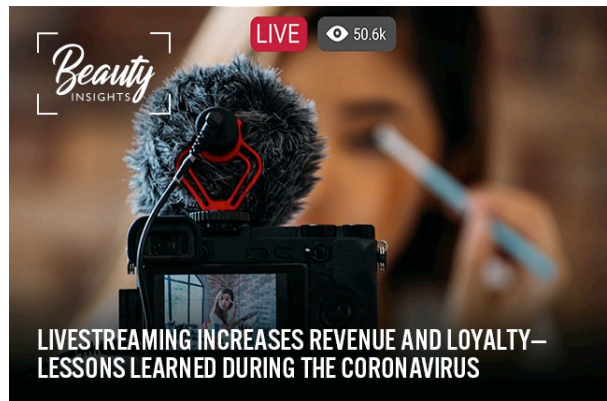
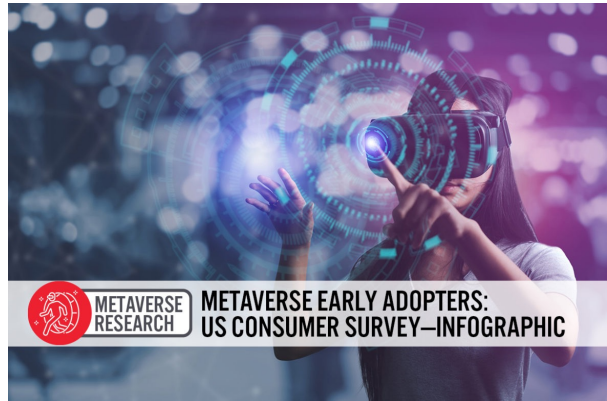
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# Outlook for China's Ecommerce in 2022

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Livestreaming Will Go from Strength to Strength

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Short-Video Platforms Will Provide Greater Competition to E-Commerce Platforms

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Retailers start to use "metaverse" to engage with the consumers



# 1

## Livestreaming Will Go from Strength to Strength

### INSIGHT

We expect livestreaming to consolidate its gains in 2022, becoming a go-to channel for more consumers, more regularly and a wider range of platforms and websites to host livestreams.



**Key opinion consumers (KOCs)** are likely to continue to take share of video time from key opinion leaders (KOLs), their professional counterparts.

Livestreaming e-commerce is likely to **continue to gain share** of online sales in 2022: We expect the livestreaming e-commerce market in China to total **\$478 billion—up by around 59%** from 2021.

Source: Vzkoo/Pinduoduo

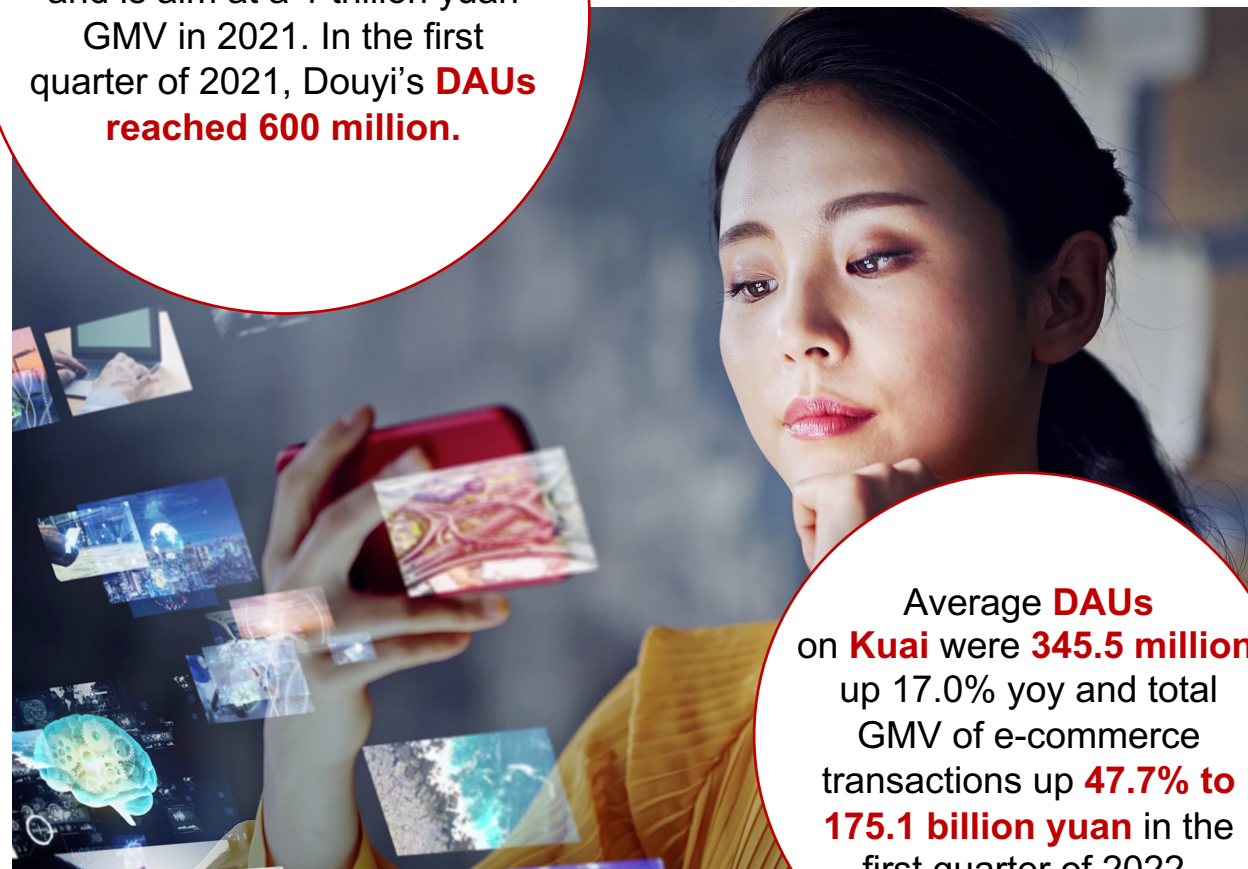
# 2

## Short-Video Platforms Will Provide Greater Competition to E-Commerce Platforms

### INSIGHT

We expect livestreaming and video commerce more widely to be a springboard for short-video platforms to increase their prominence in e-commerce, and major short-video players are making efforts to gain share.

**Douyi** achieved **500 billion yuan** GMV in 2020 and is aim at a 1 trillion yuan GMV in 2021. In the first quarter of 2021, Douyi's **DAUs reached 600 million.**



Average **DAUs** on **Kuai** were **345.5 million**, up 17.0% yoy and total GMV of e-commerce transactions up **47.7% to 175.1 billion yuan** in the first quarter of 2022.

Source: 36kr, Kuai

# 3

## Retailers start to use "metaverse" to engage with the consumers

### INSIGHT

We expect that more brands will make use of "metaverse" as part of their marketing strategies, with a focus on creating excitement and engaging with shoppers.

M.A.C launched a **Metaverse-themed popup store** in Shanghai. TX Huaihai teamed up with Decentraland and opened **TX Metaverse**



Burberry **sold out 1,000** special edition scarves at 2,900 yuan each with an interactive deer NFT in 2021 Singles' Day.



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