

The preferred products of buyers in China's \$300 billion livestreaming ecommerce market

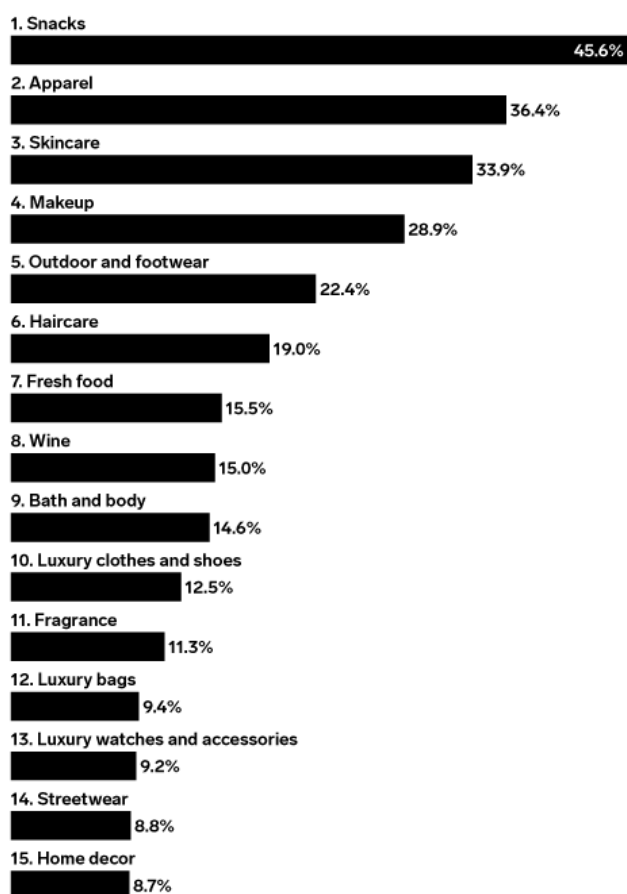
Article

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China's livestreaming ecommerce market will approach **\$300 billion** in sales in 2021, a figure we expect to skyrocket for years to come. But what do consumers actually like to buy on this channel? About **46%** of livestreaming ecommerce buyers are hungry for snacks, the most popular product category, followed by apparel and skincare products. Luxury accessories, streetwear, and home decor send fewer of these buyers reaching for their wallets.

Top 15 Product Categories that Livestreaming Ecommerce Buyers in China Prefer to Spend on, March 2021

% of respondents



Source: C2 Global as cited by China Luxury Advisors, May 26, 2021

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