

# Over 45% of China's digital shoppers will buy via livestream in 2023

## Article

**The news:** More than **320 million** people in China will make at least one purchase from a livestream this year, according to our latest forecast.

- That's about **186 million** more people than in 2019, and nearly **39%** of digital buyers ages 14 and older in 2021.

- We anticipate a **30.2%** increase in the number of livestreaming ecommerce buyers this year, and a **13.5%** increase next year.
- By the end of 2023, over **45%** of digital shoppers ages 14 and over will shop via livestream.

**More on this:** Fundamentally, China's global lead in ecommerce sales is a result of its **enormous base of internet users.**

- Although India is nearly as large as China in terms of overall population, **no country comes close to rivaling China in digital population.**
- China's **983.7 million** internet users, and **824.5 million** digital buyers, will drive its world-dominating ecommerce figures in 2021.

**The challenge:** China's digital buyer growth is **slowing dramatically.**

- This year, nearly a billion people will be online, and **90.2%** of them ages 14 and older will participate in ecommerce. That means it will be harder for marketers to find new digital buyers in the coming years.
- The key, now, is to **focus on where the existing buyers already are.**

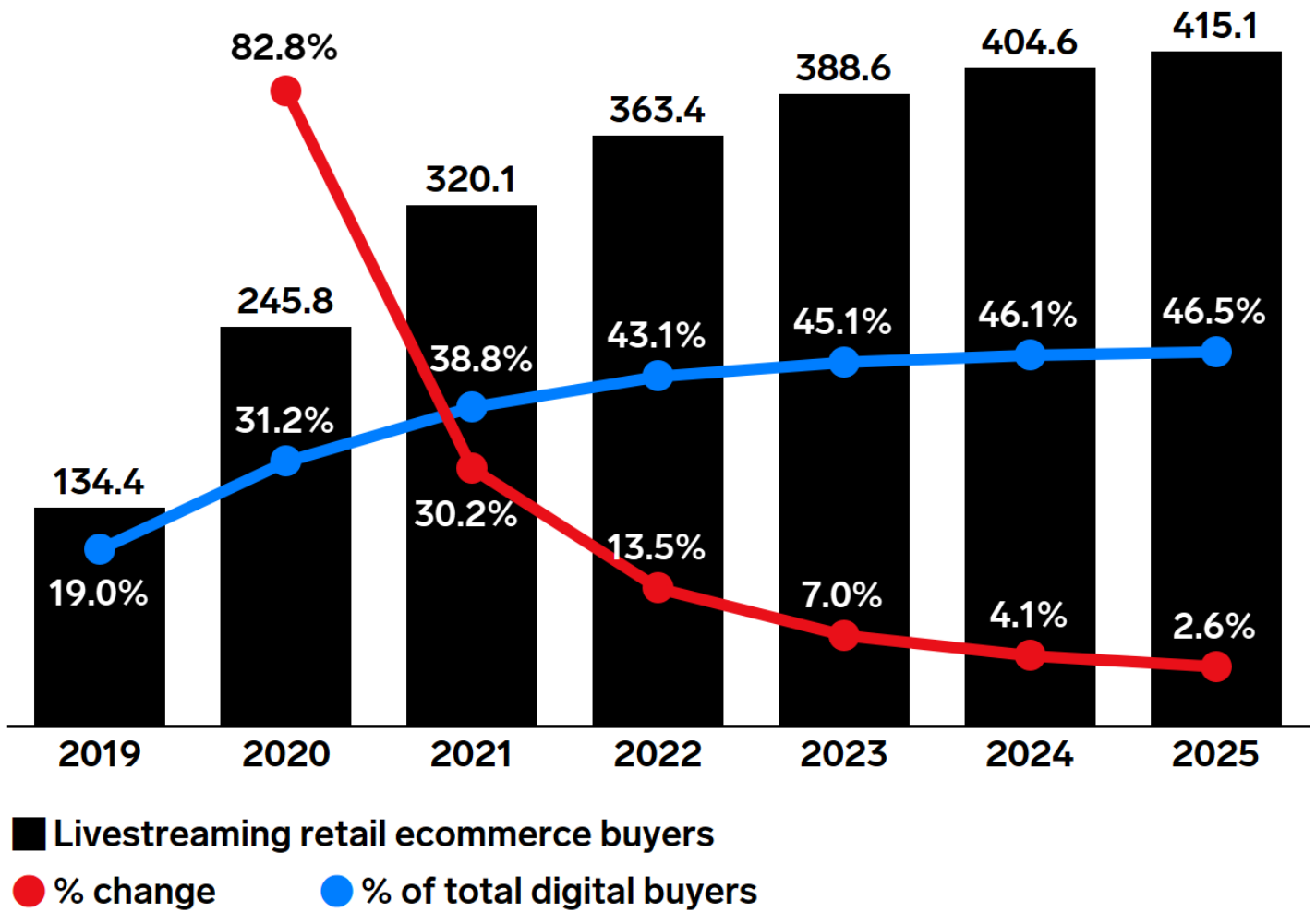
**The big picture:** Although China has kept the virus largely under control since mid-2020, various pandemic-related constraints served to influence consumer behavior in lasting ways.

- **Social distancing mandates and nervousness about brick-and-mortar shopping** created the ideal conditions for shoppers to embrace new options like livestreaming.

Last year, shoppers **seeking to replicate the in-store experience**—including interactions with salespeople and realistic looks at the product—**found what they needed in livestreaming channels**, and this year, they're sticking with that mode of buying.

# Livestreaming Retail Ecommerce Buyers in China 2019-2025

millions, % change, and % of digital buyers



Note: ages 14+; internet users who have made at least one purchase via a livestreaming session during the calendar year, including online, mobile, and tablet purchases; excludes virtual items gifted by viewers to livestream presenters; excludes Hong Kong

Source: eMarketer, May 2021

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