Douyin and Kuaishou are the two most dominant short-video sharing apps in China. Douyin, the Chinese version of TikTok owned by tech giant ByteDance, had 600 million daily active users as of August 2020. Kuaishou, the major rival of Douyin, is developed by Beijing-based Kuaishou Technology with 300 million daily active users as of Jan 2021.

Based on iAudience data, we have tracked and profiled Chinese netizens who followed “Douyin” and “Kuaishou”, highlighting their audience profiles, preference and online behaviors as to provide profound insights for marketers in capturing new business opportunities from China’s largest short-video sharing platforms.

### Key Insights on Chinese Audience Following Douyin and Kuaishou Related Topics

#### 01

The audience group of Kuaishou is relatively younger than Douyin, especially in the 25-34 age group.

#### 02

Audience of Douyin is more interested in content related to lifestyle and music.

#### 03

Kuaishou audiences pay more attention to food & drinks and informative content.

#### 04

Due to the strong association with influencer and e-commerce, Kuaishou is a suitable environment for live streaming e-commerce.

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**CHINESE SHORT-VIDEO PLATFORMS IN THE SPOTLIGHT: DISCOVER THE KEY DIFFERENCE BETWEEN THE CHINESE NETIZENS IN DOUYIN AND KUAISHOU**

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**Chinese Audience Insights Spotlight**

**Issue #5 – Jan 2021**

**iAudience is a market intelligence platform to provide real-time insights of the target audiences in China.**

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**COMPETITORS ANALYSIS**

**AUDIENCE UNDERSTANDING**

**ACTIONABLE INSIGHTS**

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**MARKET LANDSCAPE OF DOUYIN VS KUAISHOU**

**AUDIENCE DEMOGRAPHICS**

**AGE — DOUYIN**

- 10-19: 20%
- 20-29: 40%
- 30-39: 20%
- 40-49: 10%
- 50-59: 5%
- 60+: 5%

**AGE — KUAISHOU**

- 10-19: 15%
- 20-29: 30%
- 30-39: 25%
- 40-49: 20%
- 50-59: 10%
- 60+: 5%

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**AUDIENCE INTEREST CATEGORIES**

**DOUYIN**

- Sports & Fitness
- Arts & Entertainment
- Health & Wellness
- Food & Drink
- Female Fashion
- How-To Content

**KUAISHOU**

- Sports & Fitness
- Arts & Entertainment
- Health & Wellness
- Food & Drink
- Female Fashion
- How-To Content

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**AUDIENCE INTERESTED KEYWORDS**

**DOUYIN**

- Music: e.g. MPEG Audio Layer 3, Music Zone, Background Music
- Hot Topics: e.g. Donald Trump, Breaking News, Koktokay
- Festive Greetings: e.g. Birthday, Greetings Quote, Birthday Quote
- Influencers: e.g. Ma Hongtao, Liang Hongda, Xinba
- Online Shopping: e.g. E-commerce, Small Store, Checkout
- How-To Content: e.g. Food Recipe, Way of Doing Something, Procedure

**KUAISHOU**

- Music: e.g. MPEG Audio Layer 3, Music Zone, Background Music
- Hot Topics: e.g. Donald Trump, Breaking News, Koktokay
- Festive Greetings: e.g. Birthday, Greetings Quote, Birthday Quote
- Influencers: e.g. Ma Hongtao, Liang Hongda, Xinba
- Online Shopping: e.g. E-commerce, Small Store, Checkout
- How-To Content: e.g. Food Recipe, Way of Doing Something, Procedure

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**CONNECTIONS TO 940M+ CHINESE INTERNET USERS**