

双十一狂欢

DOUBLE 11 SHOPPING CARNIVAL
IN THE SPOTLIGHT:

DIVE INTO THE NEW TREND OF
ONLINE CONSUMER BEHAVIOUR OF
CHINESE SHOPPERS IN 2022

Double 11 shopping festival, China's most significant annual shopping campaign, has matured after 14 years of development. This year, instead of highlighting sales results, E-Commerce platforms have extended their focus on achievements in areas such as helping farmers, going green and environmental protection. Beyond commercial value, the platforms continue to enhance their social value by improving shopping experiences for users and retaining them.

In response to this phenomenon, we tracked and analyzed Chinese netizens who followed "Double 11" using iAudience data, highlighting the audience demographics and e-shopping behaviors in order to provide strategic advice to marketers on how to convert the massive growth of Chinese online shoppers and adapt to their changing habits.

AUDIENCE DEMOGRAPHICS

BRAND SCALE



34.6M

As of 18th Nov 2022

GENDER

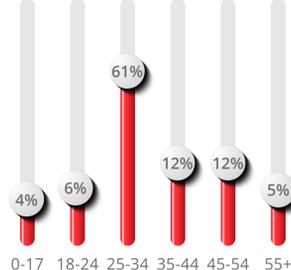


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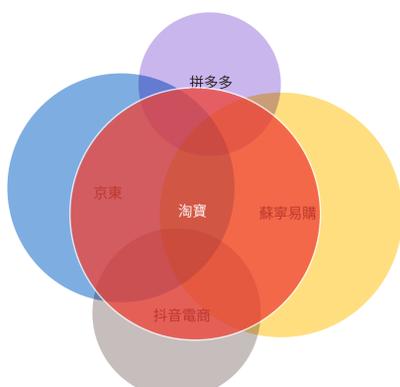


16%

AGE¹

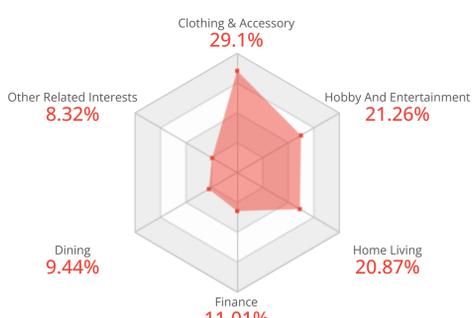


MARKET LANDSCAPE OF CHINESE MOST USED E-COMMERCE PLATFORM



Platform	Market Share
淘寶 Taobao.com	12.49 M
蘇寧易購 Suning.com	11.75 M
京東 JD.com	10.29 K
抖音電商 Douyin E-commerce	5.78 K
拼多多 Pinduoduo	4.15 K

AUDIENCE INTERESTED CATEGORIES



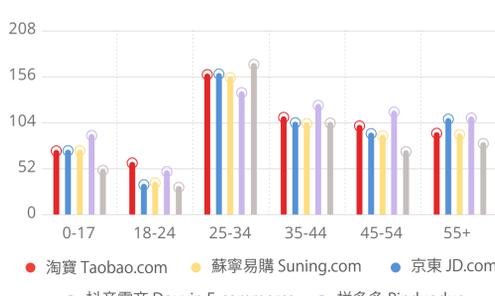
Category	Top 5 Interests
Clothing & Accessory	1. Men's Wear 2. Ladies Wear 3. Kids' Wear 4. Men's Clothing 5. Women's Clothing
Hobby And Entertainment	1. Shopper Preferences 2. Leisure And Entertainment 3. Entertainment Content Type 4. Hobby 5. Regional Content Preference
Home Living	1. Consumer Digital Products 2. Life Service 3. Home Living And Decoration 4. Home With Pets 5. Small Appliance
Finance	1. Investment And Financial 2. Real Estate 3. Other Finance And Investment 4. Trust 5. Overseas Real Estate Investment
Dining	1. Cuisine 2. Drink And Beverage 3. Snack 4. Alcohol 5. Juice
Other Related Interests	1. Car Sales 2. Car Services 3. Electric Vehicles 4. SUV 5. Modified Cars And Cars Polish

AUDIENCE INTERESTED KEYWORDS²⁻⁴

- Promotions:** Promotion Poster¹, Promotion Event², Supermarket Promotion³, Pre-Sales⁴, Discount⁵, Coupon⁶
- E-Commerce Categories:** Smart Appliances⁷, Fresh Food E-commerce⁸, E-Commerce⁹, Rural E-Commerce¹⁰, Agricultural Product¹¹
- E-commerce Trends:** Social¹², Social E-Commerce¹³, Live Streaming E-commerce¹⁴, National Trend/Guochao¹⁵



BRAND PREFERENCE INDEX BY AGE



AUDIENCE GEOGRAPHIC LOCATIONS



¹⁻⁴ Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Nov 2022

KEY INSIGHTS ON CHINESE AUDIENCE BROWSING CHINESE E-COMMERCE PLATFORM DURING DOUBLE 11

01



Young female adults (age 25-34) are the most interested audiences for E-commerce platforms, five times more than males.

02



With the pandemic situation, fresh food has increasingly become a favorite consumption category. **Fresh food E-commerce/rural E-commerce** has increased since last year.

03



More **agricultural products** are sold via livestreaming E-commerce platforms, offering a new bridge for **farmers** to connect with a larger consumer market and boost China's **rural revitalization**.

04



The trend of **live streaming E-commerce** is becoming more prevalent, especially on **Douyin**, whose market share is greater than that of Pinduoduo.

