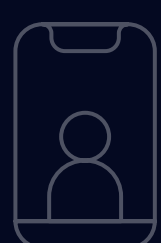


# Livestream Shopping

Livestream shopping is the next big thing to enter the world of ecommerce, offering brands the ability to demonstrate and ultimately advertise their products to a live, online, interactive audience. It's rising in popularity across social platforms such as Facebook, Instagram and TikTok, with a noticeable dominance in the Asian market.

The value of China's live-commerce market grew by over 280% between 2017 and 2020, to reach an estimated \$171 billion in 2020<sup>(1)</sup>. More and more countries are recognizing the opportunities it offers and jumping on the bandwagon. The US livestream shopping market is now expected to reach \$25 billion by 2023<sup>(2)</sup>.



\$25b

The US livestream shopping market is expected to reach **\$25 billion by 2023**.



\$300b

China's livestream shopping industry is expected to reach **\$300 billion in 2022**.



617m

In 2020, there were approximately **617 million live streaming users** in China<sup>(3)</sup>.



20.3%

The value of livestream shopping will account for **20.3% of China's total online shopping GMV in 2022**<sup>(4)</sup>.



50%

**Returns are 50% lower** when a product is bought via a livestream compared to traditional ecommerce channels<sup>(5)</sup>.



84%

**84% of people** say they've been convinced to buy a product or service by watching a brand's video<sup>(6)</sup>.



## Popularity

It's recent increase in popularity is undoubtedly linked to the surge in online sales seen during the COVID-19 pandemic, forcing brands to either move online or accelerate their online presence.

A recent survey of senior marketing leaders from Gartner Research found that 26% are focused on livestreaming retail as a priority right now, with the number expected to double in the next 12-18 months.



## Social Media

Social media platforms are looking at new and innovative ways to incorporate shopping capabilities into their platforms.

For example, Snap Inc is investing in augmented reality technology to help Snapchat users virtually try on items and to cut down on returns.



# THG Ingenuity X Neal's Yard Remedies

In 2021 Neal's Yard Remedies partnered with THG Ingenuity to expand their presence and brand awareness in China.

Ingenuity coordinated a partnership between the brand and top Key Opinions Leaders<sup>(7)</sup> in China to generate awareness, with the goal of converting audiences into customers.

Through Ingenuity's local market team's expertise, Neal's Yard Remedies signed an agreement with one of the top KOLs in China to promote their products. The individual presented two or three products delivering sales of over £100,000 in under 10 minutes.

[Click here to read more.](#)

