

The most popular solar power generation on Douyin

Why is Douyin so popular in China?

Our research shows that Douyin, which is produced by ByteDance the same company that owns TikTok, has become influential in offering Chinese people a way of putting consumer pressure on companies. This short-video platform has the largest number of users in China (over 730 million at the end of 2022).

Is Douyin a new power?

The number of users who purchased on Douyin grew 69% YoY. Those born in 2000 and since have become the "new power" of 618 consumers, with their GMV increasing 164% YoY. GMV from consumers born 1990-99 and 1980-89, respectively, also increased by 117% and 101% from the same period last year.

Who are the users of Douyin?

Douyin categorizes its users into eight strategic groups according to their city level, age, consumption power, life stage, and other indicators: Gen-Z, refined mothers, new white-collar workers, urban blue-collar workers, small-town youths, senior middle-class, urban silver-haired people, and middle-aged/old people in small towns.

How many people use Douyin in China?

Douyin users make up 67.9% of China's mobile social network users and 59% of smartphone users overall. These figures grew to 68.3% and 59.6% in 2020. Around 48.7% of Douyin's users in China are under 30, while the second-highest age category of users is in 31- to 40-years-old range, a study by Statista has found.

Is Douyin the fastest growing social media platform in China?

Douyin is a definite leader in China's short-video platforms market and it's also currently the fastest-growing platform in the world. We can clearly see the big ambitions of ByteDance, which managed to revolutionize the way Chinese social media users spend time on social media platforms, interact with each other, and shop.

Which TikTok generation is most popular in China?

The data shows that TikTok's China sibling is most popular among those born in the 1990s and the first decade of this century, often referred to in China as the 'post-90s' and 'post-00s' generations. The Post-00s and Post-90s have a longer average daily usage time and high user stickiness.

Today, Douyin is the most popular Chinese short video platform which is intensively developing e-commerce and advertising opportunities. More and more Chinese and international brands are working intensively with ...

The types of videos that rank most popular on Douyin usually revolve around pets and food. As with most short video apps with user-generated content, relatable and humorous videos top ...

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I've been a heavy user of Douyin for many years, and of the Chinese tech companies, ByteDance is the youngest and perhaps the one I've been most interested in. They've become a very serious competitor to ...

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