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社交电商 - China

“2018年对社交电商是光辉成功的一年，频频登上头条的拼多多和蘑菇街成功上市。主要企业继续寻求品类、渠道以及促销形式的扩张。另一方面，消费者对在社交电商平台参与各种活动表现出极大热情。消费者乐享便宜的价格、全面的产品信息以及亲人朋友的推荐，而个人卖家或分销商也因自己的线上事业获得成就归属感和认可。与此同时，男性和年长消费者的购物欲已通过社交裂变、短视频、直播和其他精彩新颖的媒体得以挖掘，这些消费者被传统电商经营者忽略已久。”

— 吴丝，研究分析师

Social Commerce - China

“2018 was a banner year for social commerce with the public listing of headline-grabbers Pinduoduo and Mogujie. Major players continue to seek expansion of categories, distribution as well as promotion formats. Consumers on the other hand show great enthusiasm in engaging in all sorts of activities through social commerce platforms ...