

**Première partie de l'épreuve****LIVESTREAM SHOPPING : HOW BRANDS CAN HARNESS THIS  
LATEST PHENOMENON**

Livestream shopping has taken China by storm. First practised by e-commerce platforms back in 2016, this year it proved an invaluable bridge across the gap between goods suppliers and consumers during the peak of lockdown caused by COVID-19.

Over the country's latest annual shopping festival on July 1, livestream shopping  
5 generated US\$449.5m in sales on one day, alone.

With content fronted by an influencer – often a celebrity – promoting a product, it might seem like the reinvention of an old-style format: the infomercial. But that's where the similarity ends. Livestream shopping content is interactive and viewers can chat and click to buy. It is creative, too, with the emphasis more on entertainment, engagement  
10 and celebrity value and less on hard sell. And it offers a faster route to checkout.

Currently, livestream shopping is most established in Asia – especially in China (where dominant live commerce platform Taobao Live saw gross merchandise volume grow 150% per year for the past three years).

Almost one third of internet users in China have purchased goods via live broadcasts  
15 that link directly to product web pages, research shows. However, interest in livestream shopping and its potential is growing fast elsewhere.

Last year, Amazon launched livestream shopping platform Amazon Live which brought in big-name celebrities such as Jessica Alba to headline live shopping streams. Now, Facebook is developing live shopping opportunities on Facebook and expanding it on Instagram.  
20 Meanwhile, a number of brands – luxury player Moda Operandi, for example – have launched livestream shopping on their websites.

All are inspired by the fact that growth of ecommerce as a proportion of total retail sales is rising, fast. In Europe, for example, pure play ecommerce revenue growth in Europe rose 40-80% in Q1 2020 year on year.

For now, those most likely to participate in livestream shopping are female Gen Z and  
25 Millennial consumers – groups whose shopping behaviour is most likely to be impacted by celebrity influencers – typically for those product categories these groups are most

interested in: notably fashion. But it is fast-growing amongst other consumers, too. In April, Viya – China’s leading livestream shopping saleswoman – sold a rocket launch  
30 for \$ 5.6m Analysis of those most effectively using livestream shopping in China – provide important lessons for brands considering using it elsewhere.

Participation in livestream shopping is not spread equally worldwide. Rather than seek to invent a new consumer behaviour from scratch, brands should adapt to consumer behaviour in their market. Fast growth so far has been seen in China. A significant  
35 unlift in other SE Asia markets – notably, Japan and India – is also evidence.

With e-commerce usage levels in the US and UK high, both are well-positioned to be the next big growth areas for the livestream shopping trend. When considering a market’s potential, it is not absolute levels of annual growth of e-commerce but e-commerce as a percentage of all retail sales which is key.

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