



"2025 Kuaishou Music Ecosystem Data Report": Young Groups and Silver-Haired Generation Become Main Forces in Music Consumption

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Shandong Business Daily: ["2025 Kuaishou Music Ecosystem Data Report": Young Groups and Silver-Haired Generation Become Main Forces in Music Consumption.](#)

Recently, Kuaishou Music and Kuaishou Big Data Research Institute, in collaboration with the Digital Music Working Committee of the China Audio-Video and Digital Publishing Association, officially released the "2025 Kuaishou Music Ecosystem Data Report" (hereinafter referred to as the "Report"). As an important observation window for the development of the digital music industry, the report analyzes the growth logic and core advantages of the Kuaishou music ecosystem from multiple dimensions including creative ecology, user consumption, and industrial services. It clearly presents the platform's key role in empowering high-quality development of the music industry, providing valuable reference for industry development.