



Kuaishou's CEO CHENG Yixiao: Number of monthly active users of Kwai Recruitment exceeds 250 million, showing Kuaishou's advantage in efficient matching for blue-collar recruitment

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At the Q2 earnings conference call of Kuaishou held recently, Cheng Yixiao, founder and chief executive officer of Kuaishou Technology, disclosed that the monthly active users of Kwai Recruitment has reached 250 million, increasing by 90% compared with the first quarter of 2022. In the second quarter, the daily maximum number of resumes submitted was over 360,000, and the platform has partnered with more than 100,000 enterprises. According to analysis, Cheng Yixiao believed that the advantage of Kuaishou in blue-collar recruitment efficiency and experience was mainly attributed to the scale of its user base, trust-based scenario and accurate matching. Based on Kuaishou's forecast, the penetration rate of online blue-collar recruitment will be 30% by 2025 and 2026, and the value of online blue-collar recruitment market is expected to reach RMB100 billion.