



Kuaishou releases a report on the consumption trend of agricultural products: helping farmers' live broadcast to form a "new market" for agricultural products

2022.09.23

Xinhuanet

Kuaishou has recently released the Chinese Farmers' Harvest Festival - Kuaishou Agricultural Products Consumption Trend Report in 2022. According to the report, a number of unique "agricultural product direct sale" platforms has emerged in China, and the "short video + live broadcast" platforms have been accelerating the transformation from consumption to agricultural productivity. During the Chinese Farmers' Harvest Festival, Kuaishou actively carried out a series of harvest festival activities with the theme of "Happy Village Harvest Season". The relevant person in charge of Kuaishou said that Kuaishou had officially launched the 2022 Happy Village Leaders Program, and would invest hundreds of millions of traffic resources in the next three years to identify and support rural talents and help revitalize the industry.