



Building a digital life for all

2023.02.05

Economic Daily

A new type of service industry is emerging that actively embraces the real economy and focuses on selling agricultural products through live-streaming e-commerce. This trend has given rise to a variety of unique "agricultural product live streaming marketplaces (農產品帶貨之城)" that facilitate the flow of agricultural products, increase the income of farmers, and provide a wider range of agricultural products in urban areas. These platforms leverage various approaches including "short video + live streaming" to digitally empower agriculture, rural areas and farmers. They have not only enhanced consumption power but also contributed to the improvement of agricultural productivity, leading to high-quality agricultural development. The Report on Kuaishou Agricultural Product Consumption Trend during Chinese Farmers' Harvest Festival in 2022 (《2022年中國農民豐收節快手農產品消費趨勢報告》) comprehensively reflects the new consumption trends for agricultural products. The report reveals that an increasing number of lower-tier cities are experiencing a strong breakthrough with the help of live streaming, making affordable and high-quality vegetables and fruits more accessible to the public.