

2022-2024 External Live Streaming E-Commerce Trend Analysis





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核心结论速览

- Category Opportunities → Household - High Growth; Food & Beverage - New Explosion Points
- Risk Warning → Policy Compliance; Climbing Return Rates
- Strategic Focus → Deepening the CountryD market; technology to reduce costs and increase efficiency



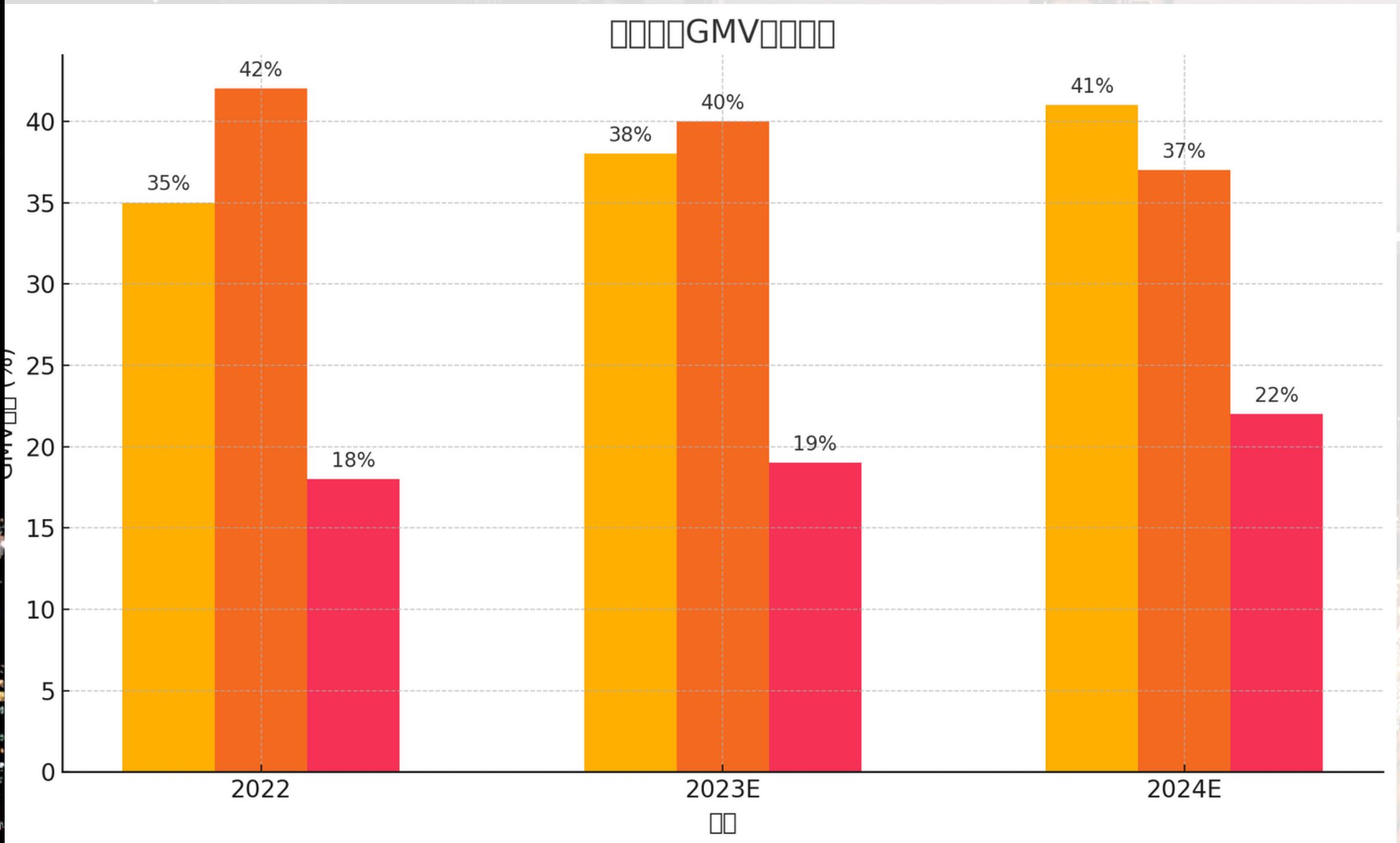
(Data Labeling).

CountryD Home GMV share 76% (internal data)

Apparel return rate 28% (industry report)



Change in GMV share of three categories



- Left Sidebar: Household
- Middle Bar: Clothing & Shoes
- Right Sidebar: Food & Beverage

Internal Data Highlights



Country	Core Category	2022 Q1 Peak Value
CountryD	Home & Living	\$18,654
CountryC	Food & Beverages	\$1,151

In-depth Analysis of The Daily household Category

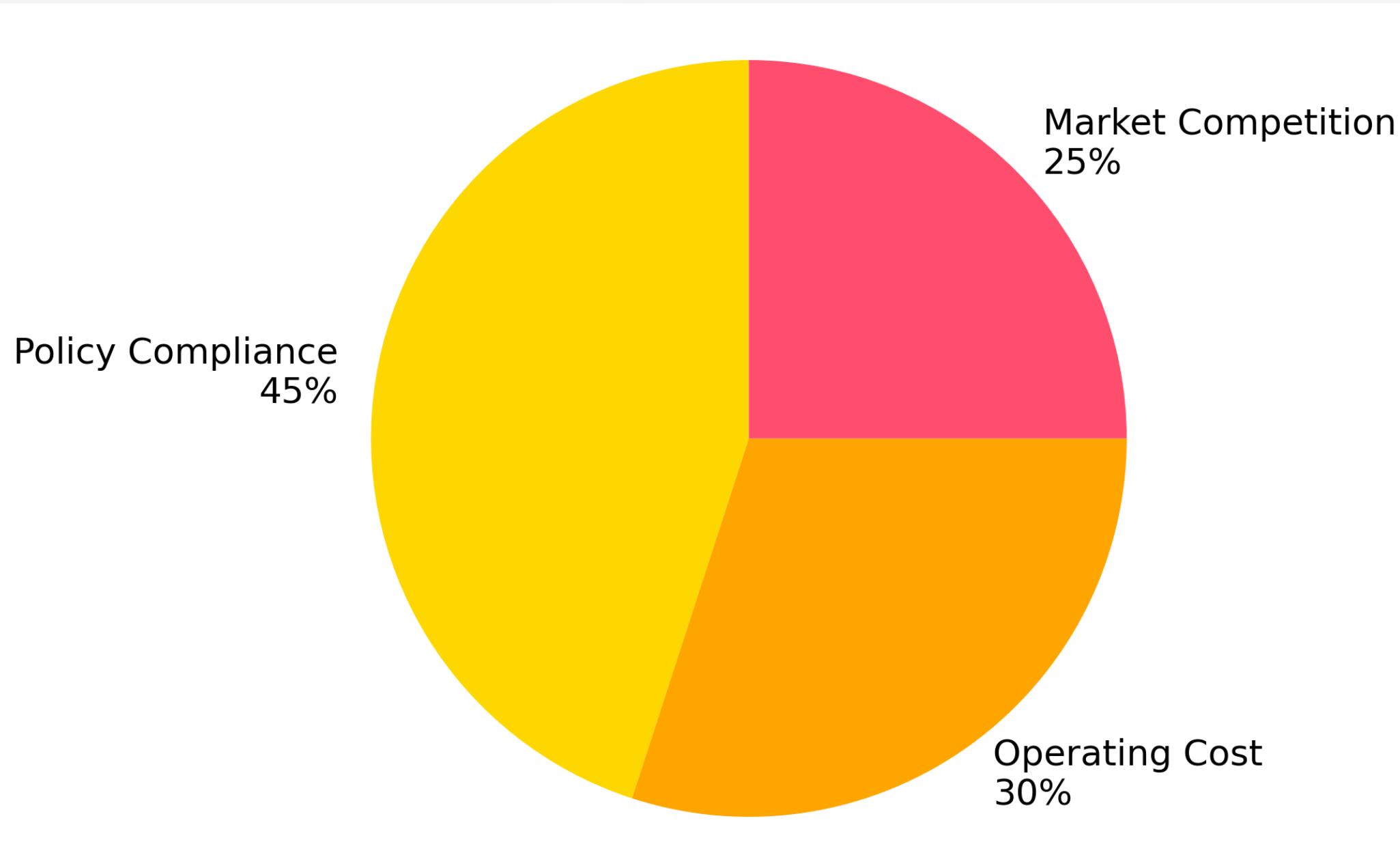
- Internal data: CountryD monopolizes 76% of home GMV and has a 41% repurchase rate (industry average 27%)
- Industry Trends.
 1. Scale exceeds trillion by 2024 (CAGR 18%)
 2. MUJI model opportunity: minimalist design + factory live streaming to reduce costs by 30 percent

Apparel & Footwear Category Challenges & Opportunities

Advantages	Risks
Internal share 52% (mainly women's apparel)	Return rate 28% (above industry average)
CountryC average order value: \$35.6	Commission cost +5% (new Douyin policy)

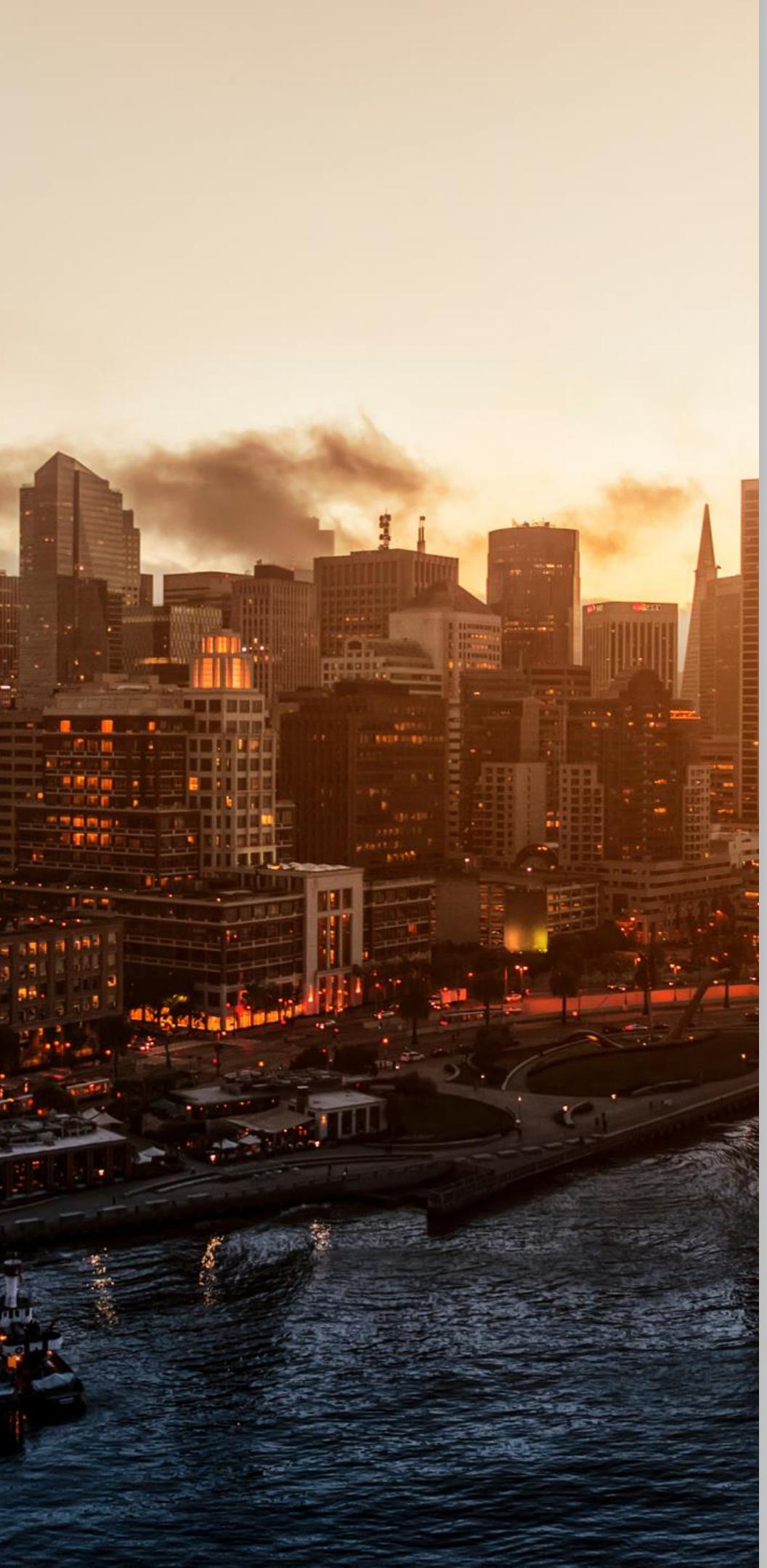
Breakthrough: AR virtual fitting technology (estimated 12% reduction in returns)

Early warning of potential risks



Typical Case

- Tax Audit: 45 Anchors Fined in 2023 (Highest fine in a single case \$1.4M)
- Returns Loss: Apparel Returns Erode Profits by 18% (Internal Simulation Measurement)



Technology Driven Growth Program

- On-line AI Intelligent Selection System
- Testing AR virtual fitting room
- Cross-border bonded warehouse live special line



Expected Benefits: Return Rate ↓15% | Logistics Timeliness ↑40%

15%

40%



National Market Strategy Map



Country	Positioning	Core Strategy
CountryD	Home Anchor Market	Factory livestreaming + local warehouse integration
CountryC	Food Growth Driver	Healthy food + influencer farm-streams
CountryA	Apparel Innovation Lab	AR try-on tech launch
CountryG	New Cross-border Channel	Bonded warehouse with instant delivery model



Key strategic recommendations

Three Arrows Strategy

Category Mix

- ▶ Focus on CountryD Home (betting on repurchase rate advantage)
- ▶ Nurture CountryC Health Food (industry growth rate of 32%)

Mode of innovation: test “cross-border bonded warehouse live” to reduce logistics costs

Technical input: AR try-on tool development (ROI estimate 1:4.3)

