

— 寻遍全球新潮好物 —

# 2021抖音电商 海外爆品洞察报告





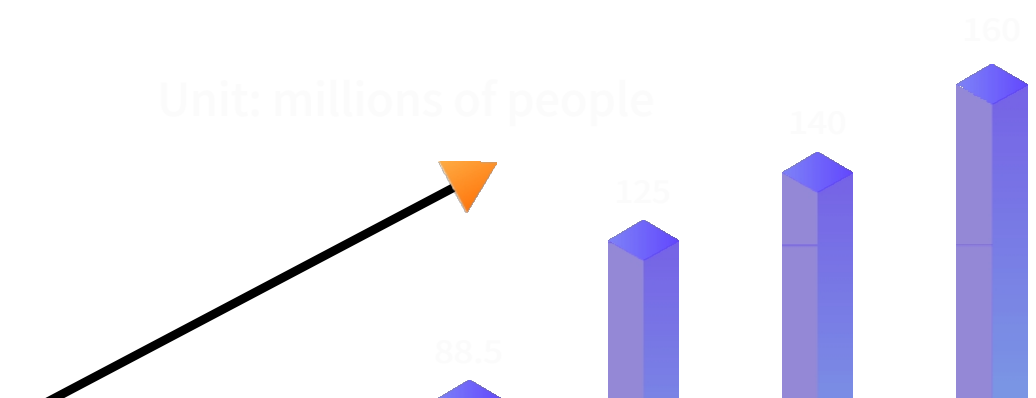
# 海外爆品 入海生意发展



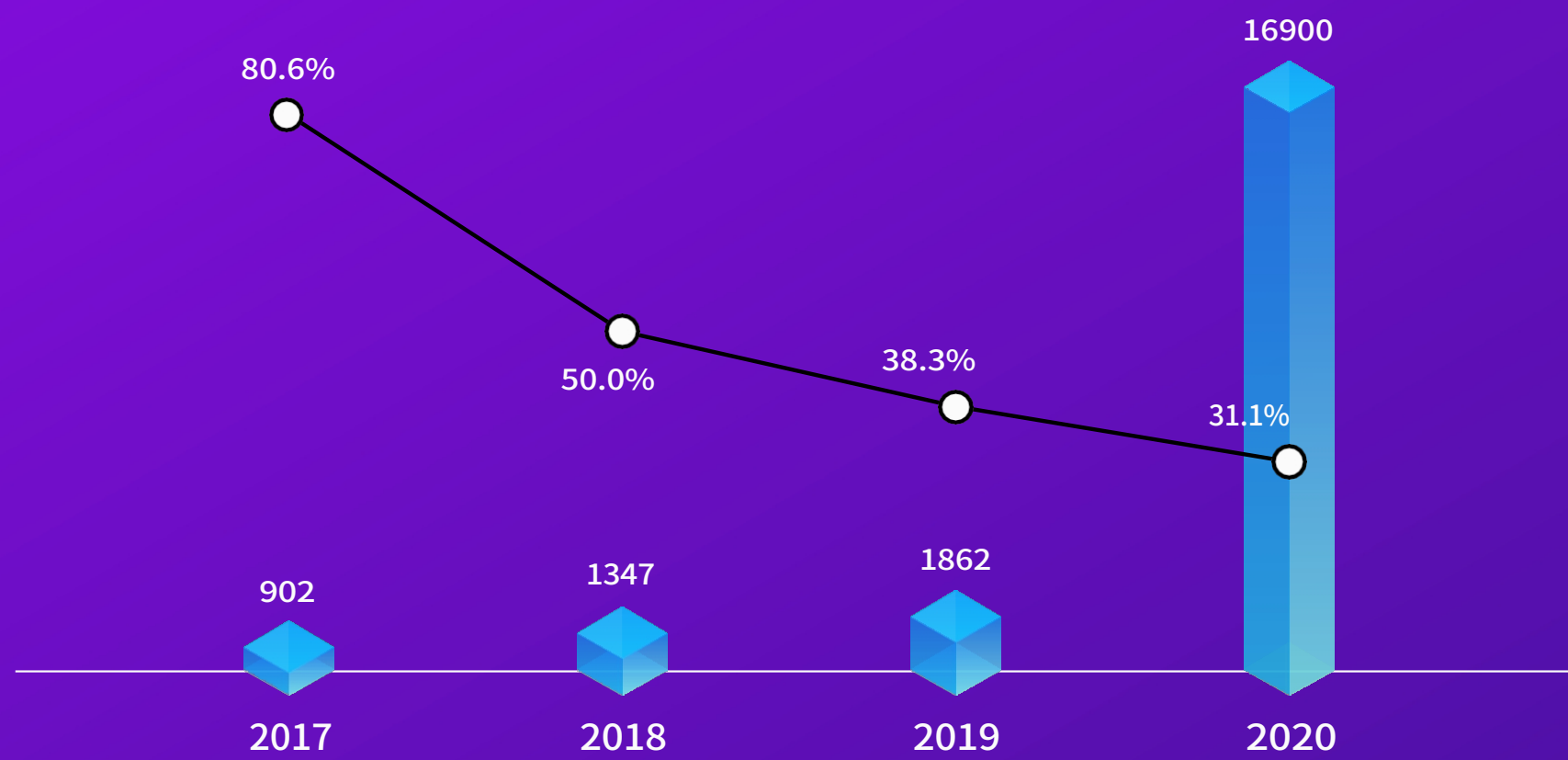
# Cross-border e-commerce development at the right time, the scale of import and export to maintain rapid growth

■ Total import and export of cross-border e-commerce (billion yuan)  
○ Year-on-year growth rate (%)

Unit: millions of people







Source: General Administration of Customs, 2017-2020

Data Note: The caliber of data statistics has changed, the General Administration of Customs in 2020 to add the regulatory mode code 9710, 9810, the relevant data are calculated on a comparable caliber

Data source: Statista, 2013-2021; compound annual growth rate time period:

2013 2014 2015 2016 2017 2018 2019 2020 2021E

2013-2021E

- 02 -

Overseas spending is growing rapidly, CAGR=41%



# China's cross-border e-commerce doors are open, and a huge amount of goods are coming with the wind.



LANCÔME



BOSS  
HUGO BOSS

Elizabeth Arden

BOTTEGA  
VENETA

COSTCO  
WHOLESALE



L'Oréal Paris



ESTÉE LAUDER



UTERQÛE



LOUIS VUITTON



ISDIN

2001

2015

2018年

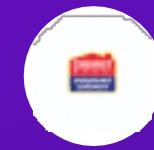
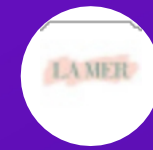
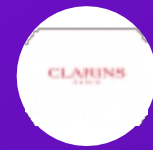
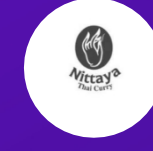
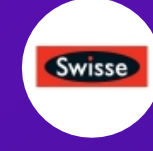
2021





E-commerce  
business  
shifts from  
business-to-  
business to  
personal  
business

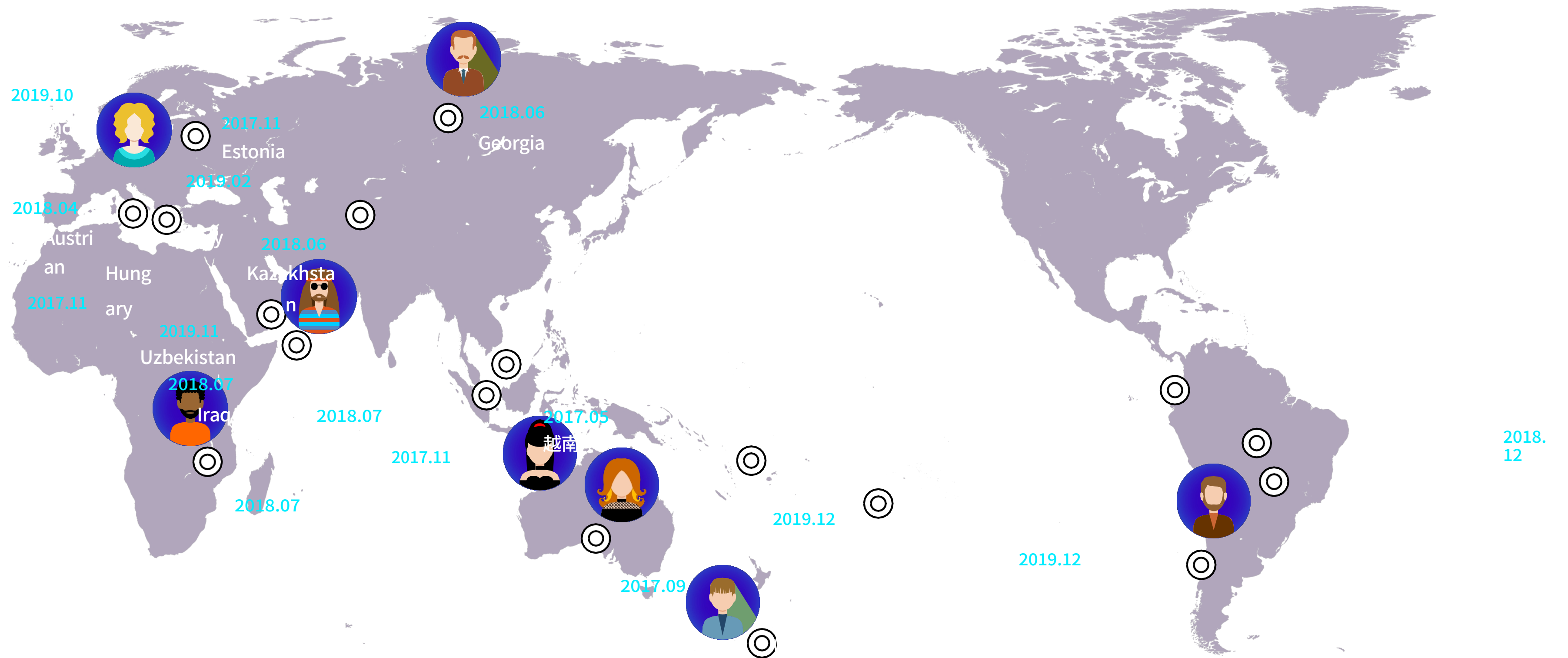
**2014**  
Favorable policy and well-capitalized  
conditions have made the flat  
Accelerated upgrading of stations and rapid  
development of B2C business



Data source: Counting E-Commerce Research Institute based on public information



# China has signed e-commerce cooperation memorandums with 22 countries





2019.07

Columbia (District of, or

University etc)

2017.09

Brazilian

2018.12

Australia

2016.11  
Chile

Argentina

2017.03

New Zealand

Data source: Counting E-Commerce Research Institute based on public information



China's cross-border e-commerce faces a "blue ocean" market with vast potential space

Politics

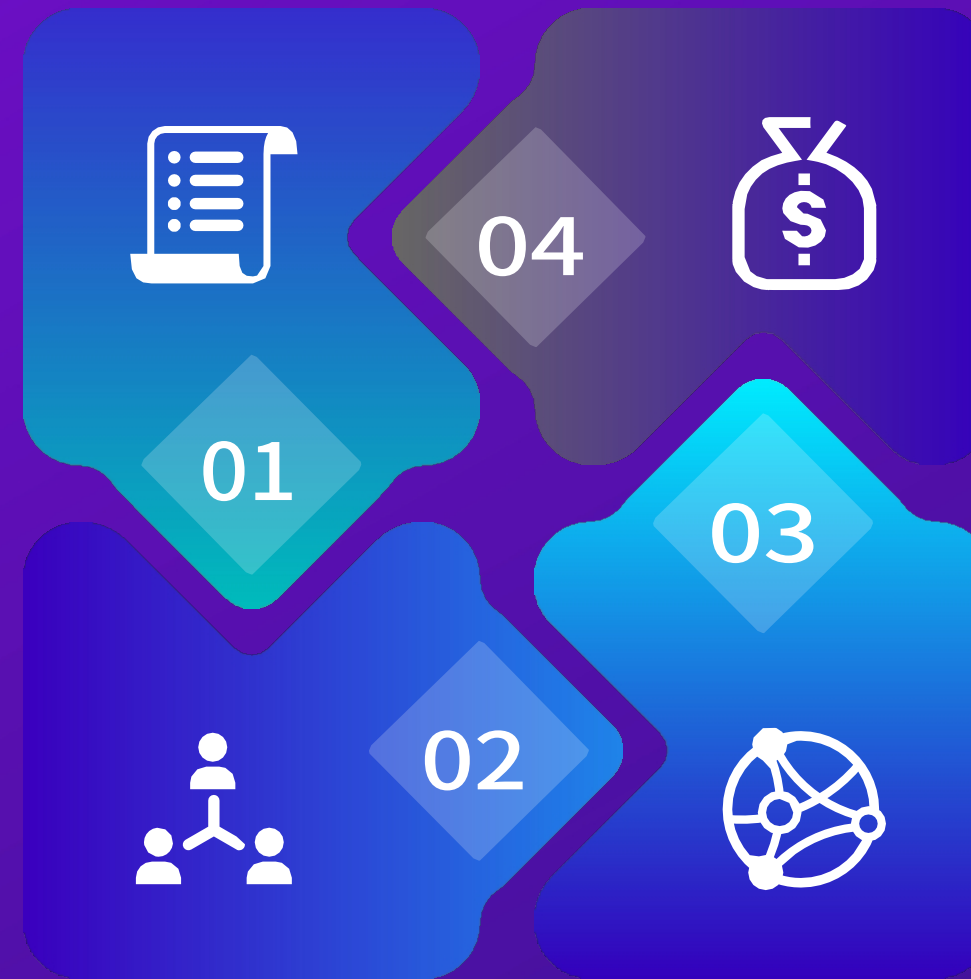


## Economy

Data from the National Bureau of Statistics show that the consumption level of China's residents is increasing, and the per capita disposable income of the country's residents in 2020 will be 32,189 yuan, which greatly promotes residents' demand for high-quality products from overseas; and the supply side

## Society

As the world's most populous country, China's ample population base has greatly increased its consumption potential. The pluralistic society and eclectic cultural heritage make the people of China highly receptive to overseas imports, and more and more fine and good products are willing to come to China.



Data source: Counting E-Commerce  
Research Institute based on public  
information

- 05 -

of imported goods has also shown a year-on-year trend of incremental increase, and China's imports reached 2.19 trillion U.S. dollars in January-October 2021, an increase of 31.4%, a record high, and China has been the world's second largest import market for 12 consecutive years. The massive supply and sufficient consumer demand show that China's cross-border e-commerce has a promising future.

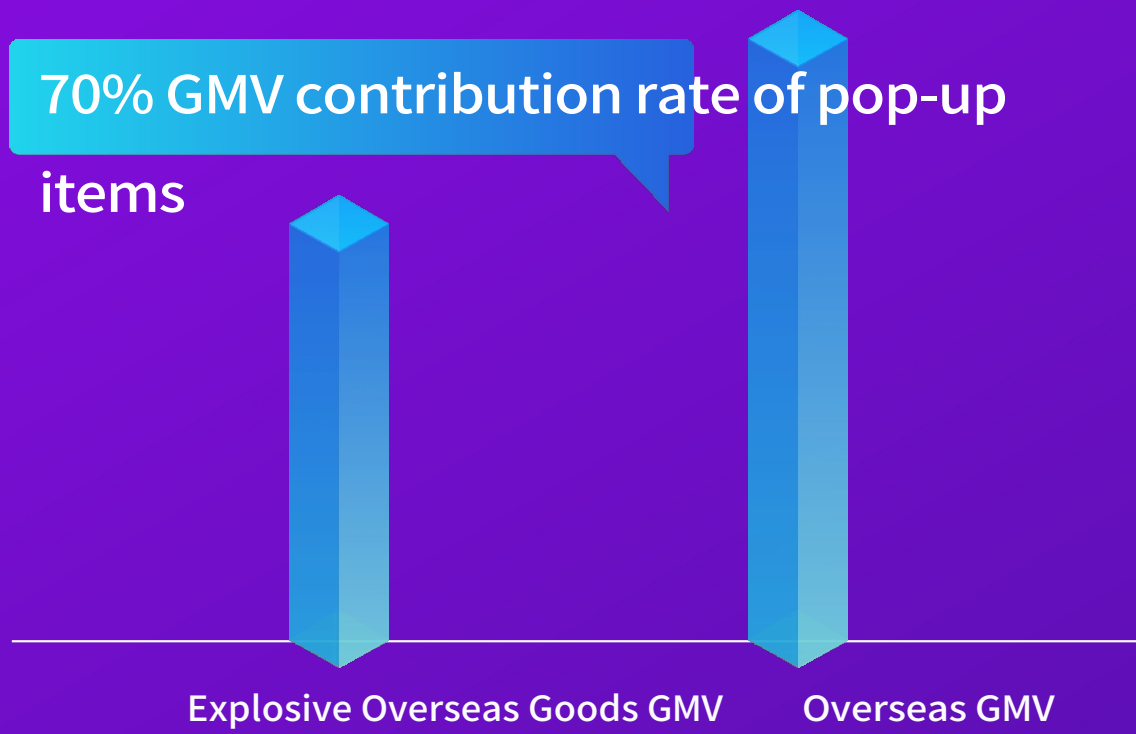
## Technology

In terms of technology, China's resource advantages and big data analysis capabilities have been improved through the head of e-commerce, which is more conducive to the understanding of the psychology of Chinese consumers by enterprises coming to China, so as to adjust the marketing, channel and product innovations suitable for China, and greatly enhance the operational efficiency of enterprises; in addition, the ways for overseas brands to enter China have been gradually increased, and the establishment of online e-commerce pendant has been increasingly improved, with the application of technologies such as VR online fitting, big data distribution, short video and operational publicity greatly facilitating the prosperity of the e-commerce industry. VR online fitting, big data distribution, short video and operation publicity and other technological applications have greatly contributed to the prosperity of the e-commerce industry.



# Explosive products + content marketing, overseas brands to further open up the domestic market

Explosive Beauty & Skin Care	Explosive Dietary Nourishment
 Post-Weather Offering Light Firming Gift Set (Chinese)	 Nortland multivitamins Nutrition Pack
 Dan Flower Xuehua Xiu Firming Gift Set (Chinese)	 MoveFree C+E+Niacin Chewable Tablets
 YAMOUNG Cosmetology ACE	 Nutlander Vitamins HECH Vitamin Tablets
 Berry Beauty Setting	 Nortlander Family Collagen
 Zeus 5 Generation	 Nortland Vitamin D+Calcium Chewable Tablets
 Ulike Sapphire Epilator	 Rachael Orchard Manuka Honey
 Armani (fashion designer) Red Tube Lip Glaze 405	 Nortlander Probiotic Complex
 SK-II Travel Essentials Kit	 Swisse Milk Thistle Extract Tablets
 Mistine Mascara	 Zhenguanzhuang Enzhenyuan Red Ginseng Oral Drink
 Lancôme Elite Cream	
Explosive Mother and Baby Books	Explosive personal care home cleaning
 Curious Gold Pull-Up Minks	 MORE! Sakura
 Curiosity Royal Platinum Healthy Diapers Lotion Oil	 Heart-to-Heart Tea
 Pigeon Baby Glass Bottle	 Shiseido Moisturizing Body
 Xiao Pi High Speed Ice Verifier	 Kao Floor Sterili
 Small Peeled Fruit and Vegetables	 Kobayashi pharmaceutical company Sneaker Deodorizing Spray
 Wyeth (brand) Qifu Blue Diamond 3 Diapers	 Colgate Enzyme Toothpaste
 Fellows Kids Basketball Shoes	 Libresse Vail Day & Night Combo
 Lego Mechanical Group Li jollybaby remote control excavator Animal Tail Cloth Book	 Shiseido Omoi Fino 2-Piece Detergent and Mites
 Laundry for Bacteria	
Explosive clothing, shoes and bags	Deodorizing 3C Digital
 Vans Black and White Side Lola Rose Striped Low Top Boardshorts	 Apple iPhone 13
 Sketchers Sport Pop Shoes	 Apple iPhone 12
 MOUSSY cotton-wool jacket with a tucked-in waist	 Logitech Juggernaut Wired Gaming Mouse
 Fiera Mars Retro Running Shoes	 Apple iPad 9th
 Louis VUITTON SPEEDY 30 handbag	 Apple iPhone 13 Pro Max
 lululemon leggings	 Apple iPad mini
 Coach Tote Bag	 Philips AirPod Pro



Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021

Data Note: The share of GMV of pop-up items in the total GMV of Top100 stores dealing with overseas branded goods has increased to 70%.

Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021



# Natural Traffic & Precise Interests, Overseas Brands Choose Jitterbug E-Commerce to Make a Difference

giga-users  
Connecting with  
potential  
consumers

Interest e-commerce  
model  
Innovative  
business  
relationships  
Live streaming  
shortens the  
consumption  
chain

Breaking down the  
boundaries  
between content  
and consumption  
Realizing  
boundary-breaking  
innovations

Cross-border e-commerce  
business  
Merchant service capability is  
perfected

Jitterbug Daily Active Users  
 It's already exceeded **600 million**  
 (as of June 2021)  
 Natural advantages and powerful users conversion capacity



Number of new creators  
**130 million**  
 (2019.8-2020.8)  
 Number of creators with income  
**2200W+**  
 (2019.8-2020.8)  
 Jitterbug e-commerce  
 One year of rapid growth  
**50x+**

The block contains several icons and text boxes:
 

- Store icon:** shake out a store, One-stop merchant for all links
- Business Platform icon:** a tremendous amount of responses, Efficient people and cargo aggregation platform
- Shopping cart icon:** One-Stop Content Marketing Services
- Business Platform icon:** huge volume of Chikawa (idiom); fig. huge amount of money
- Shopping cart icon:** Jitterbug Ecommerce Compass, Comprehensive and professional
- Business Platform icon:** All-in-one e-commerce advertising and integrated marketing



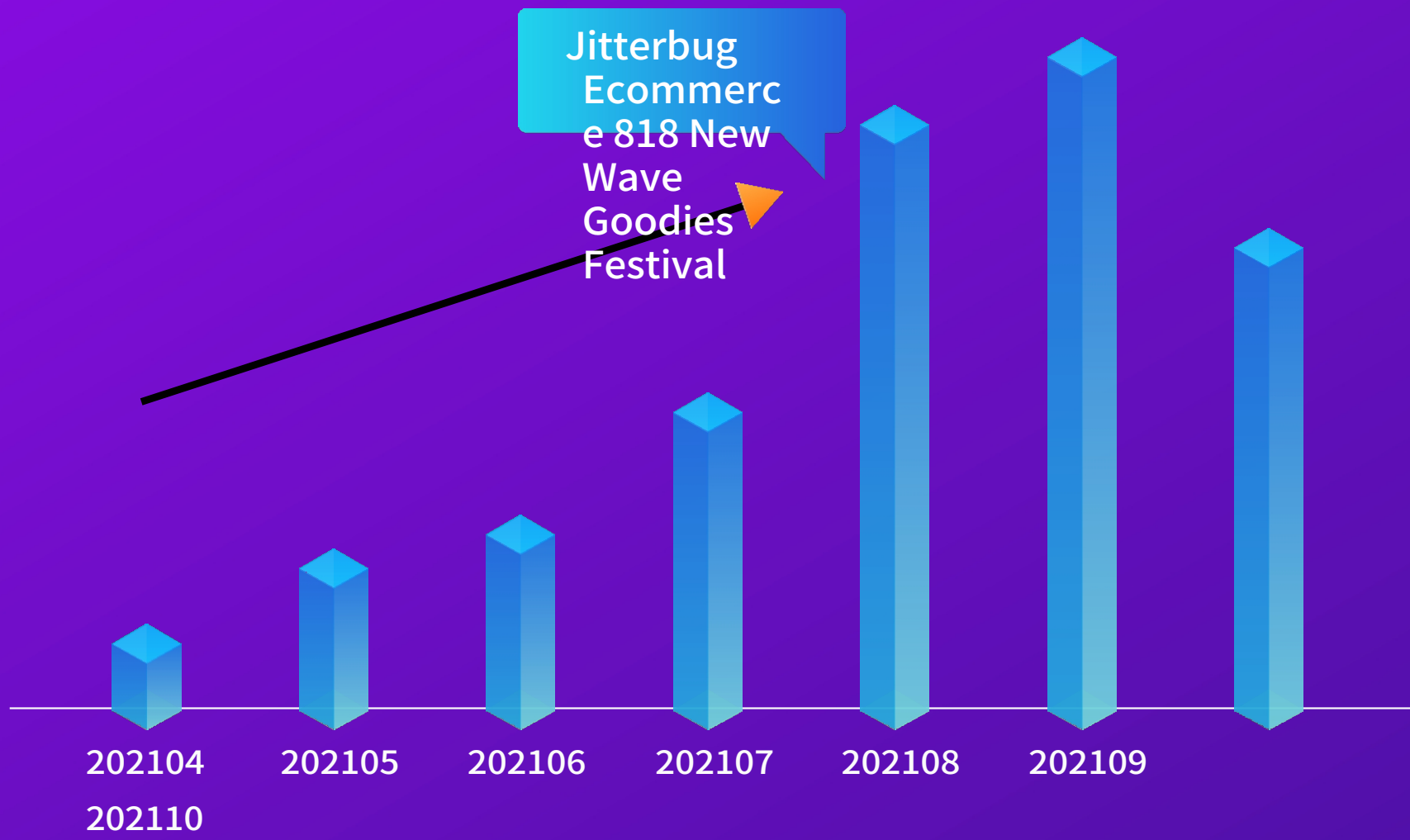


# 海外爆品 商品矩阵凸显

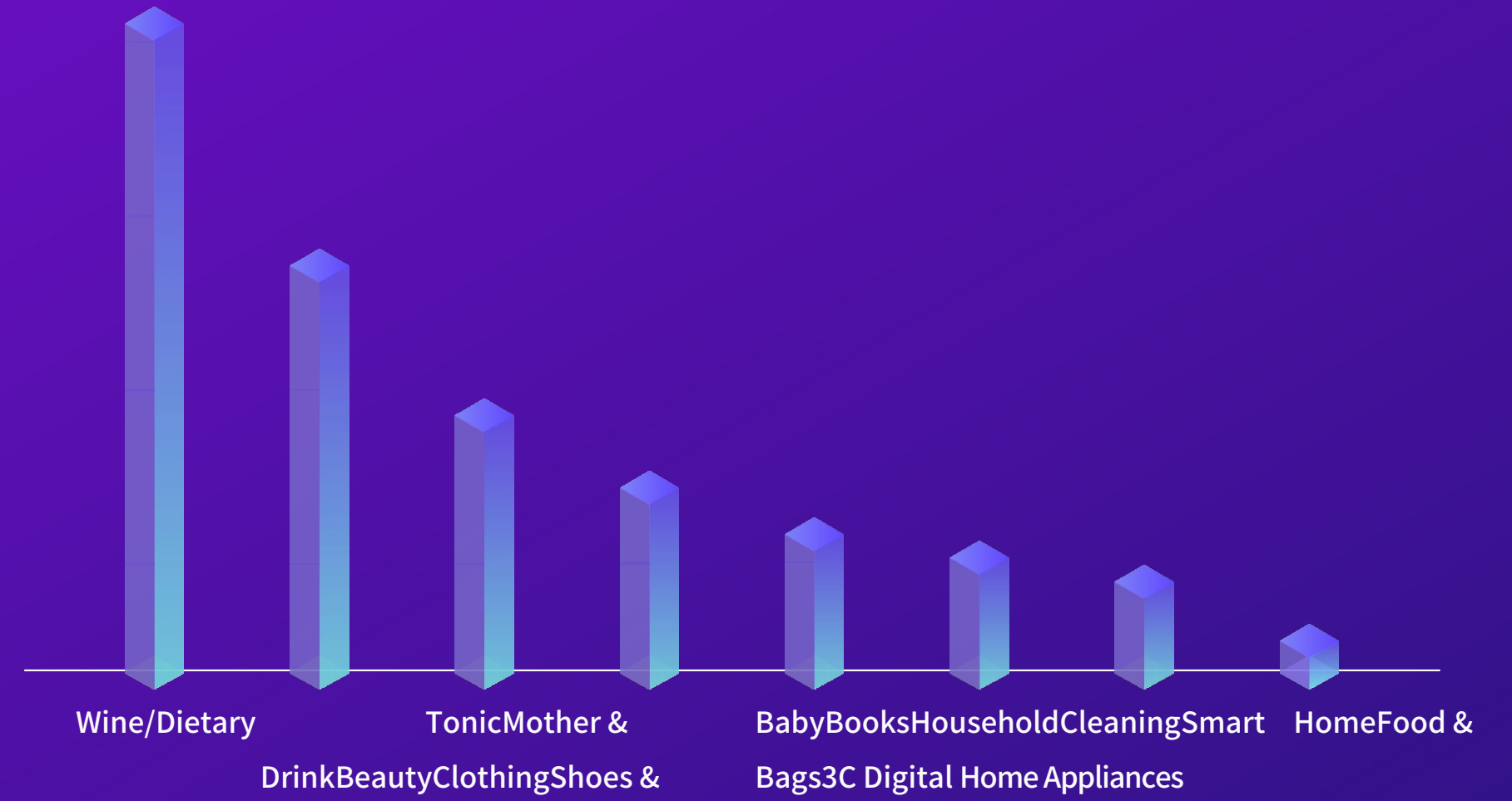


# Hot overseas favorites drive surge in content attention





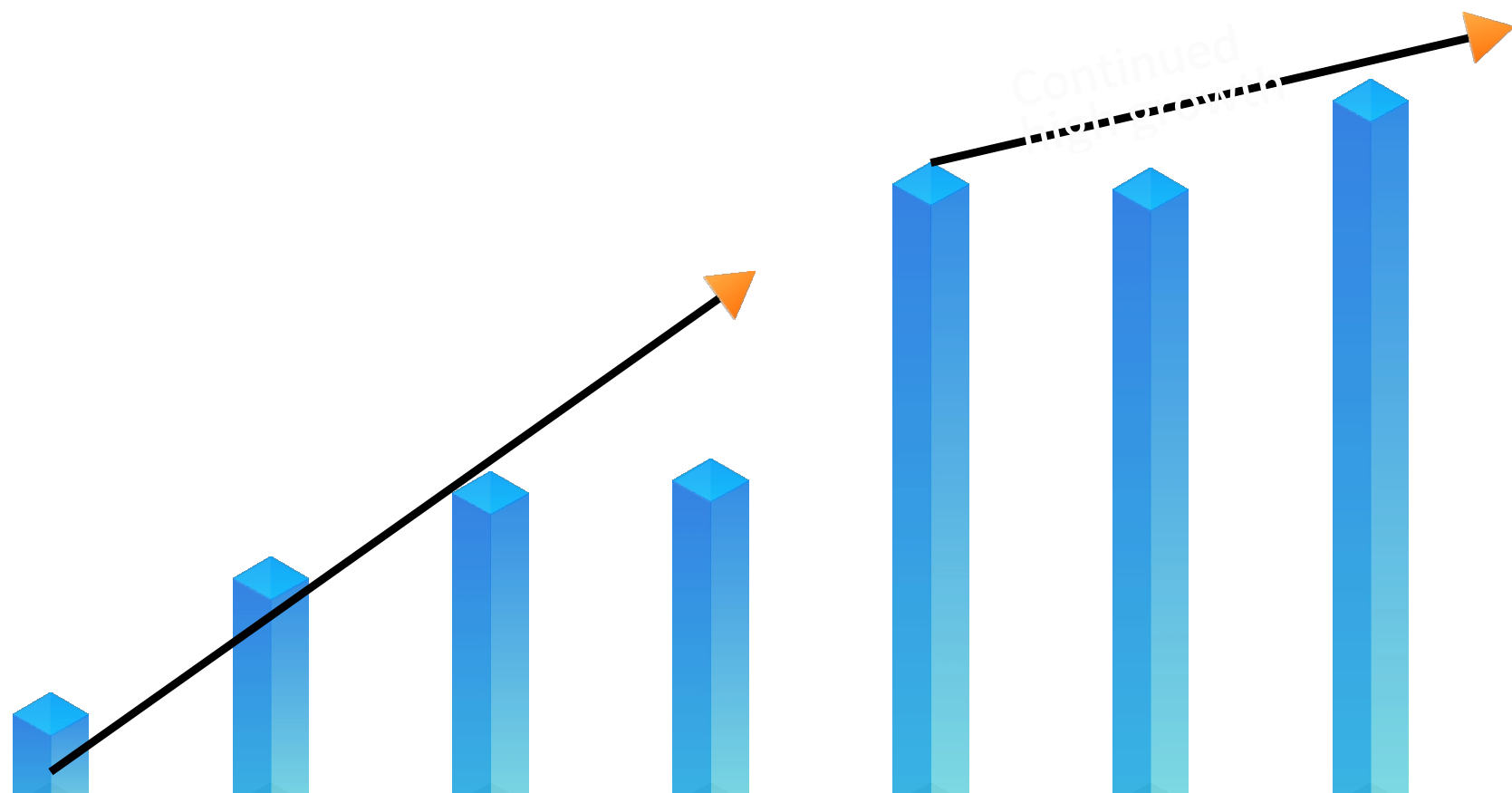
Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021



Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021

rapid growth

# Overseas pop-up sales break new heights as content marketing takes the lead



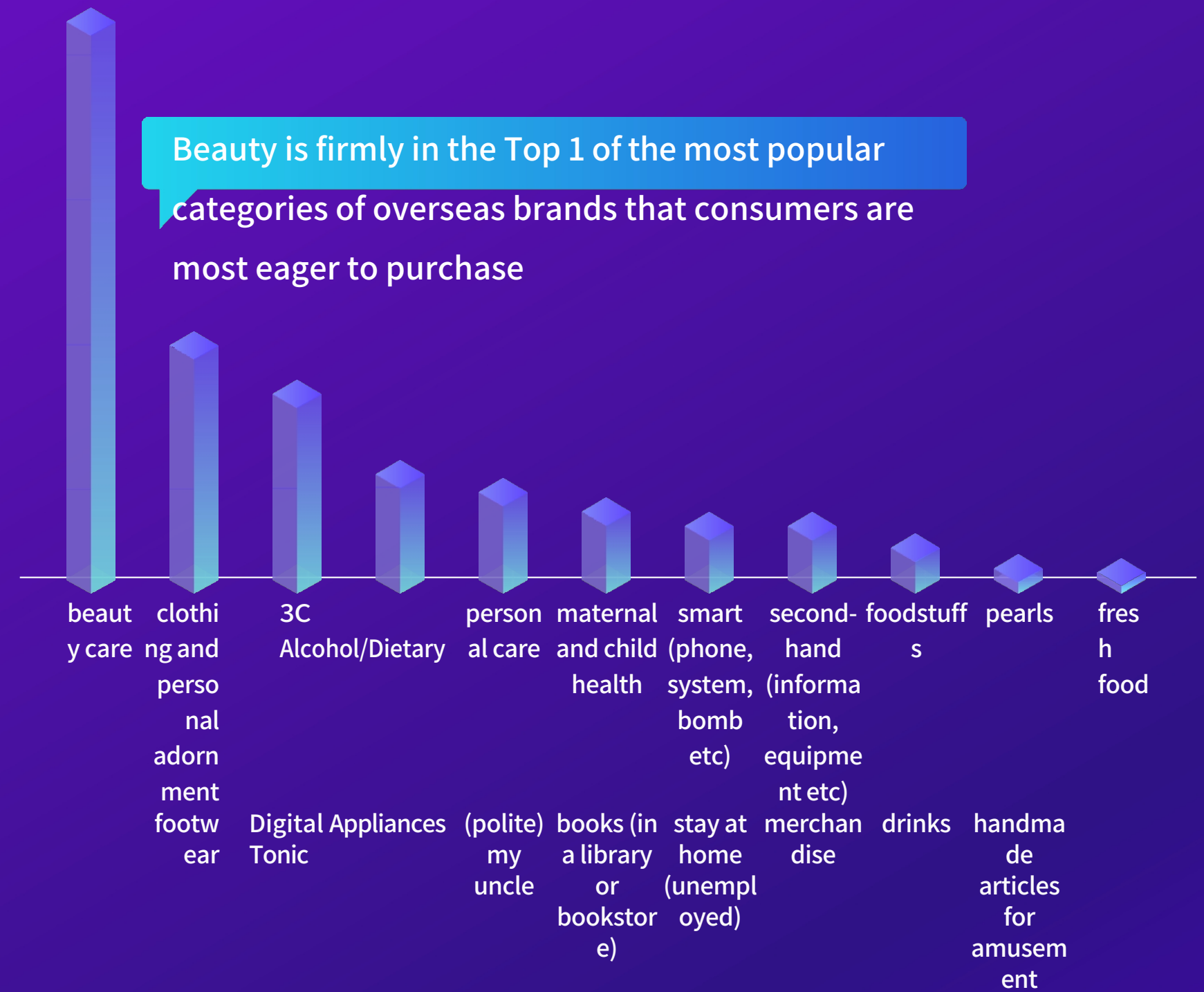


202104 202105 202106 202107 202108 202109 202110

Number of purchases **3x +** (Oct 2021 vs April) Orders **7x +** (Oct 2021 vs April)  
 same time, consumers have higher psychological expectations for skincare and will prioritize word-of-mouth

Data Source: Shake Ecommerce & Counting  
 Ecommerce Research Institute, April-October 2021

"Spurt" of growth

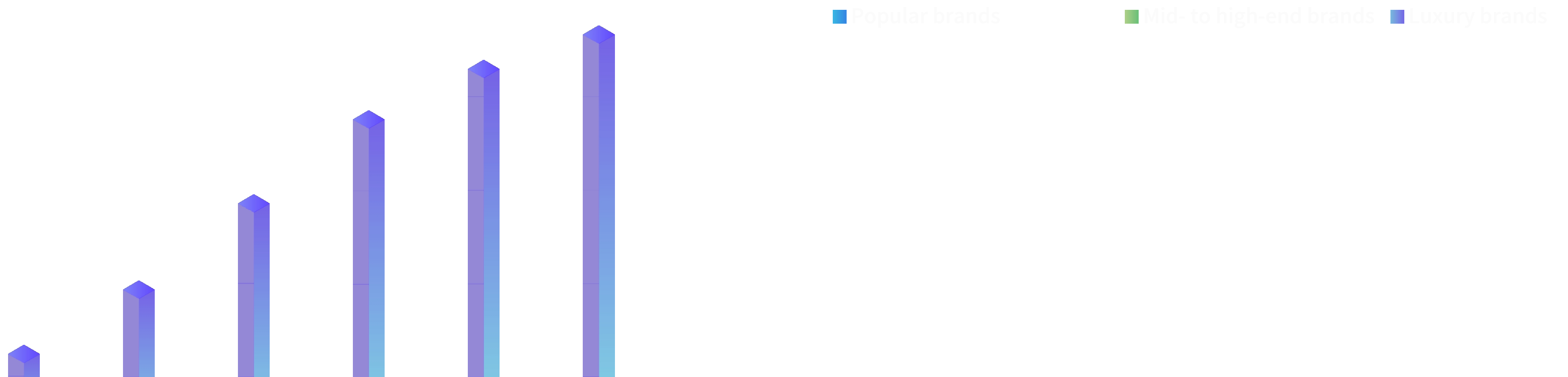


Beauty is firmly in the Top 1 of the most popular categories of overseas brands that consumers are most eager to purchase

▲ Skincare/color cosmetics are easy to create a breakout/popular item and make a name for themselves, and at the same time, consumers have higher psychological expectations for skincare and will prioritize word-of-mouth. Stable, recognizable overseas goods.

Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021

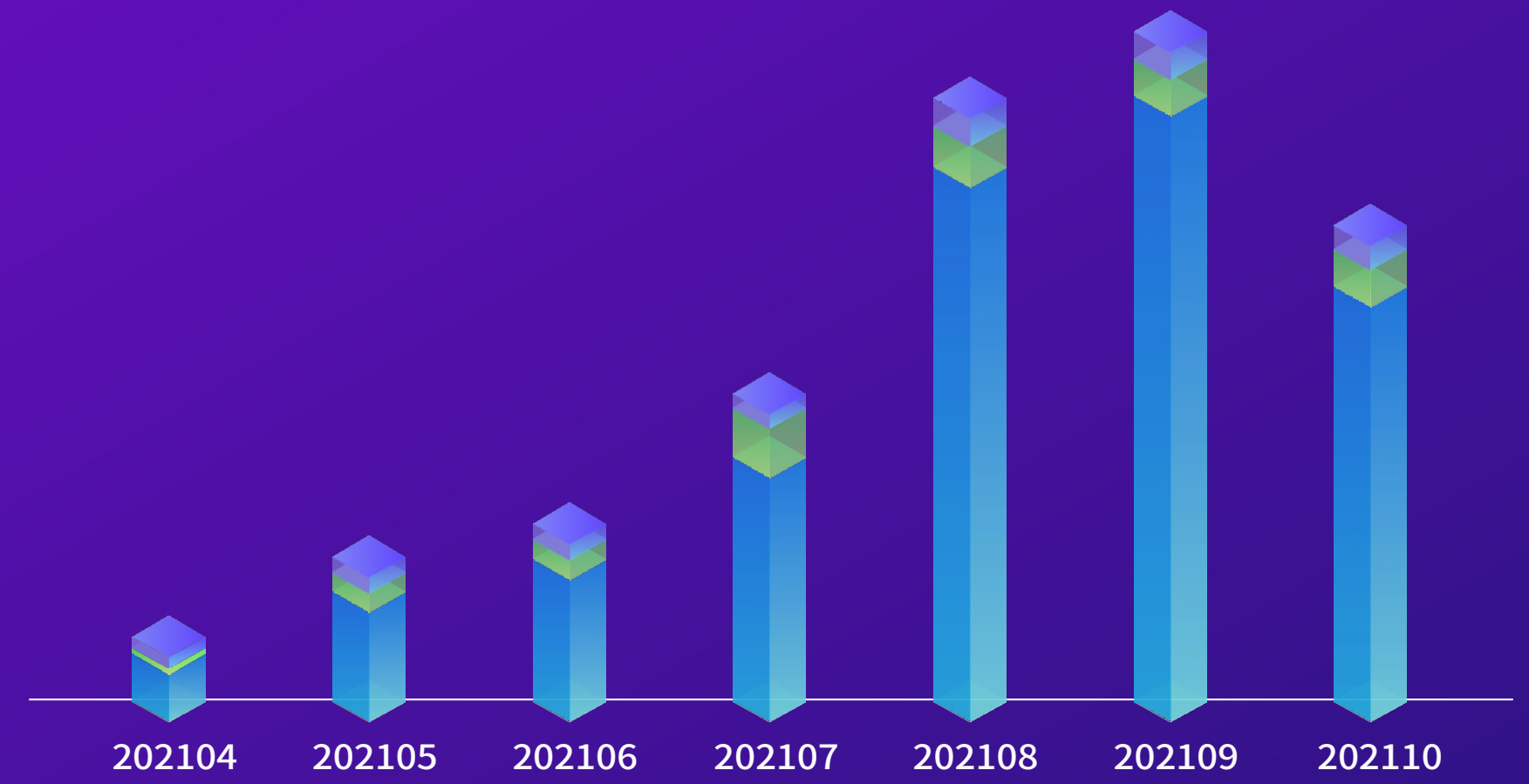
# Overseas Brands Bullish on China's Consumer Market, Mid-to-high End Increases





202105    202106    202107    202108    202109    202110

Data Source: Shake Ecommerce & Counting  
Ecommerce Research Institute, April-October 2021



Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021

Coverage of the world's major regions and countries, including Asia-Pacific, Western Europe and North America.

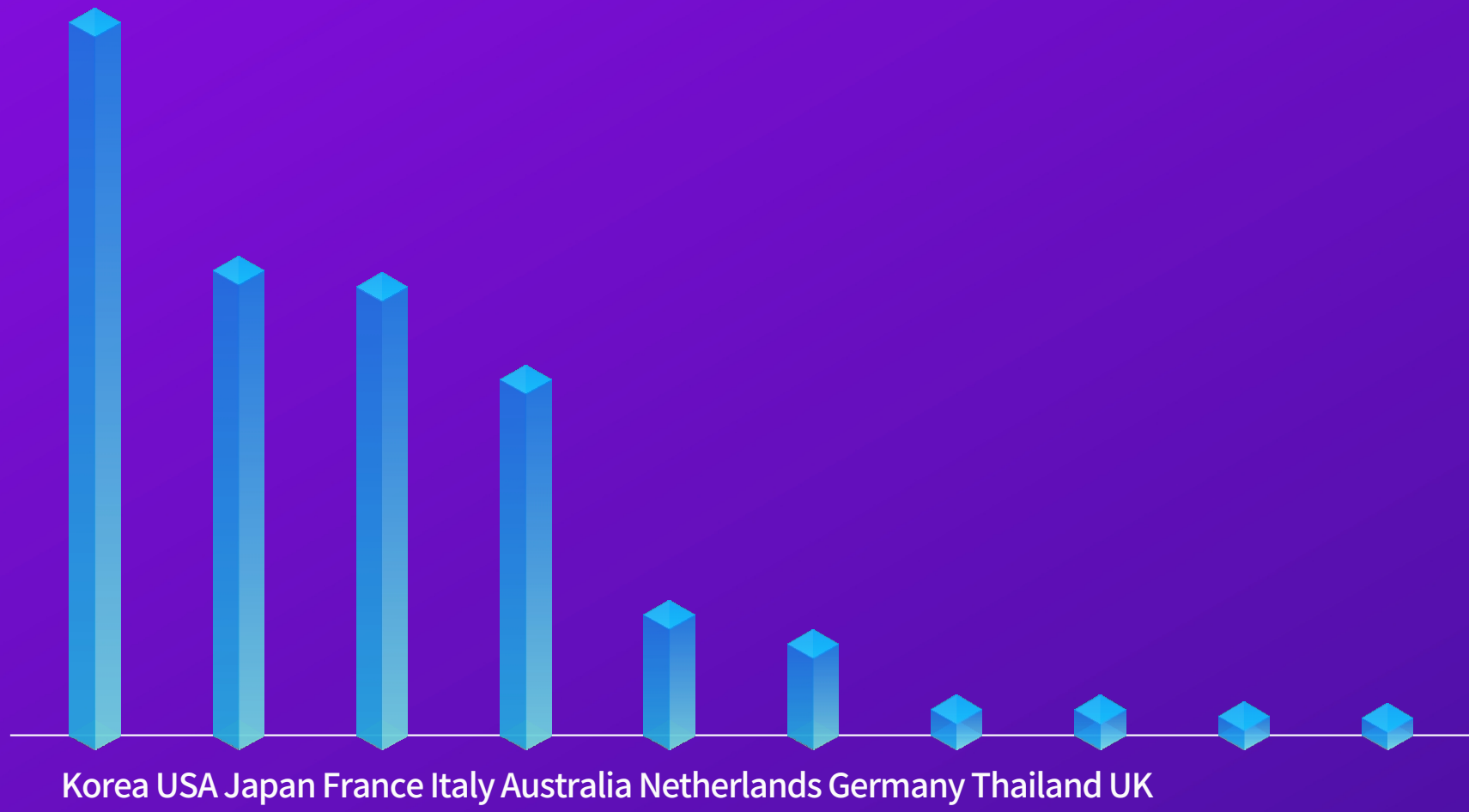
Japan and South Korea



United States of America







Data Source: Shake Ecommerce & Counting  
Ecommerce Research Institute, April-October 2021

Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021

Overseas good goods on the same stage competition,  
all walks of life out of the top merchants to sell  
explosive goodies

sect

Clothing

bea

persona

Mother



sector	fresh food	food and drink	smart home	3C Digital Appliances
Top Merchants	CJFOODS Food & Beverage Flagship Store	COFCO Coca-Cola Beverage Franchise Store	Shuanglien Official Flagship Store	Ulike Official Flagship Store
sector	Jewelry	Agricultural greener y	Wine/dietary supplements	Used Idle
Top Merchants	SWAROVSKI Flagship Store	Lezhishu Official Flagship Store	Nortland Flagship Store	Provenance Idle Luxury Flagship Store

Data Source: Shake Ecommerce & Counting Ecommerce Research Institute, April-October 2021

# Grasp the time cycle and be a friend of time

In Jitterbug's e-commerce, overseas brands are increasingly diversifying their product categories, ranging from beauty to wine/dietary supplements, and from apparel, shoes and bags to books for mothers and babies. Beauty and wine/dietary supplements are in the first and second place in Jitterbug's e-commerce's overseas brands' pop-up list, while apparel, shoes, bags and books for mothers and babies have become the newcomers. With the majority of pop-ups and Netflix hot-selling items in these categories, it can be predicted that the hot-selling category is also the preferred category entry point for overseas brands to enter the Chinese market.

Change in sales cycle of overseas pop-ups on Shake Shack e-commerce in May-October 2021 for the listed industries

	Ma	Jun	Jul	Aug	Se	Octo
Beauty and wine/dietary supplements are firmly in the first and second place of the pop-up list.	Beauty care	Wine/dietary supplements	Wine/dietary supplements	Wine/dietary supplements	Beauty care	Beauty care
	Wine/dietary supplements	Beauty care	Beauty care	Beauty care	Wine/dietary supplements	Wine/dietary supplements
Clothing, shoes and bags, and books for mothers and babies are among the best-selling overseas brands.	3C Digital Appliances	3C Digital Appliances	personal care products	personal care products	personal care products	Clothing, shoes and bags
	Clothing, shoes and bags	personal care products	3C Digital Appliances	Mother and Baby Books	Mother and Baby Books	Mother and Baby Books



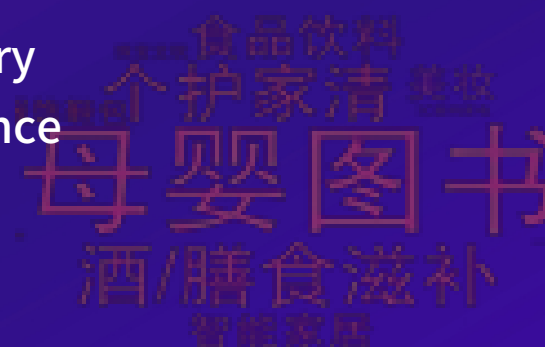


# The "holiday" to "gift" become a sense of life rituals

The play volume of the keyword "festival" increased 100 times in half a year, and 618 pushed the play volume of "festival" to the peak in the past six months; with the arrival of the end of the year and the two major promotional nodes of "Jitterbug 818 New Wave Goods Festival" and "Jitterbug Double 11 Goods Festival" coming on schedule, the preparations for "gift-giving" have also reached a climax. And with the arrival of the end of the year and the two promotional nodes "Shake 818 New Wave Goods Festival" and "Shake Double 11 Goods Festival" on schedule, also for the preparation of "gift" ushered in the climax. From the perspective of the relevant categories of each keyword, mother and baby books have become a high-frequency holiday search category, the reason for which is inextricably linked to the increasing importance of family education; consumers are also more inclined to buy beauty goods to express their feelings during the holidays, and the demand for overseas brands of beauty goods for gift-giving has become more prominent, competing with each other to release customized boxes of limited models for the holidays.

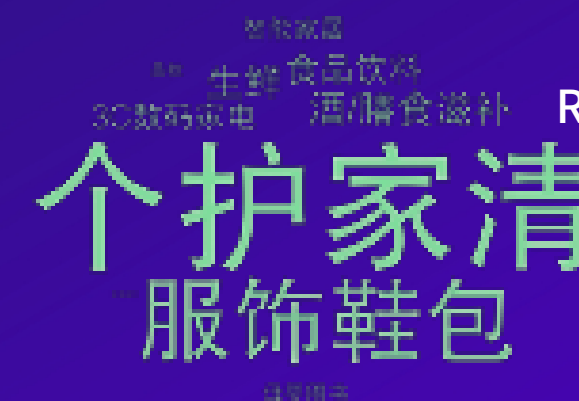
Content plays of overseas pop-ups on Jitterbug e-commerce in different scenarios, April-October 2021

festive days  
Category  
Relevance



Correlation of overseas pop-ups on Jitterbug e-commerce in different categories and scenarios, April-October 2021

promote  
Category  
Relevance



festive days

100+ times

October 2021 vs April  
2021 Airplay Growth

give a  
present

October 2021 vs April  
2021 Airplay Growth

Promotions  
branding/Customization

October 2021 vs April 2021  
2021 Airplay Growth

500%

Co-

October 2021 vs April  
Airplay Growth

10+ times

母婴图书  
美妆  
食品饮料 3C数码家电  
服饰鞋包

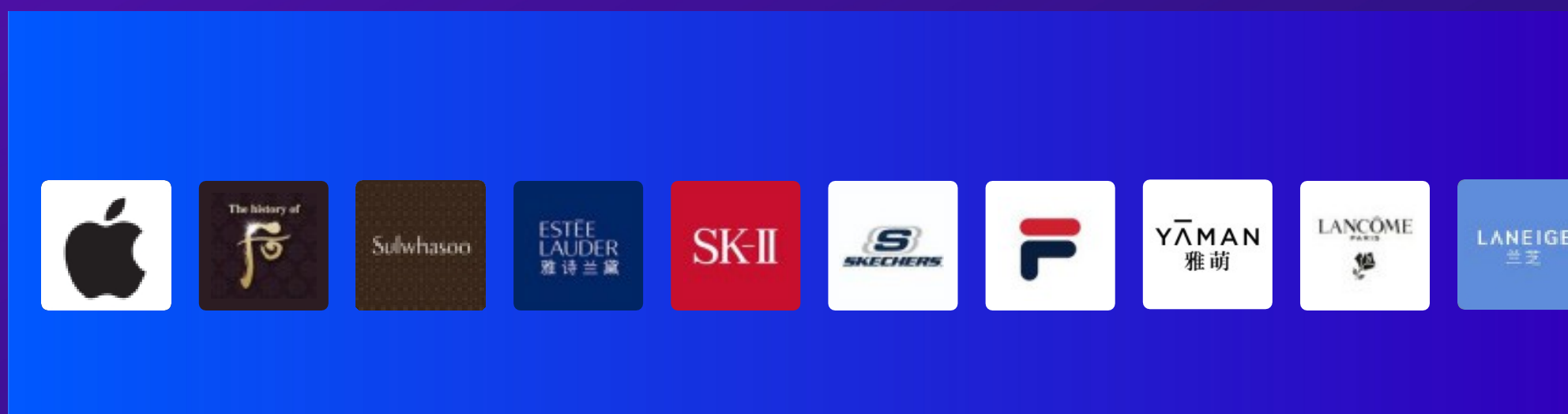


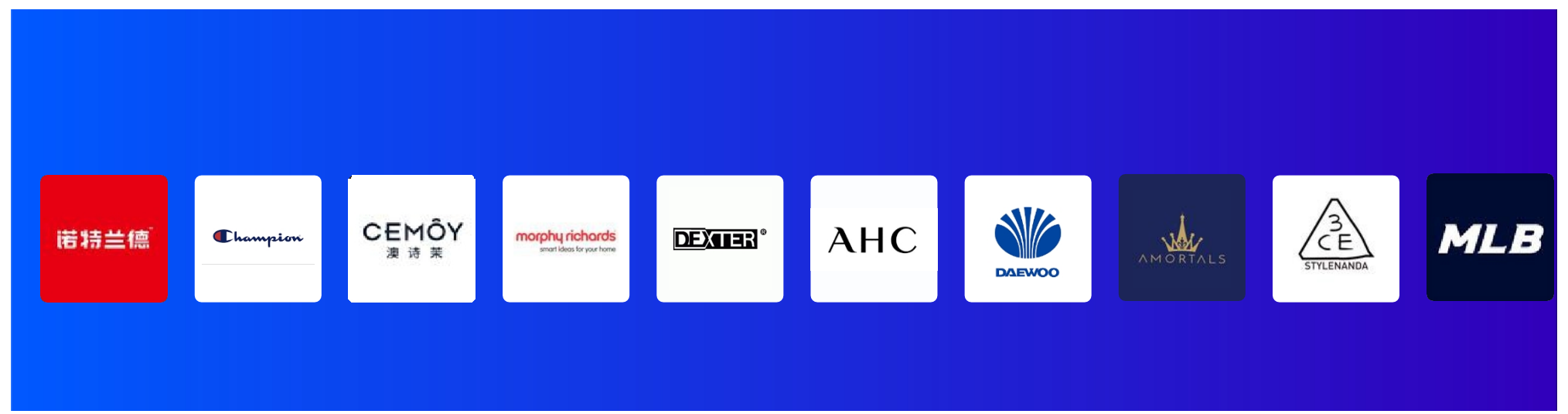
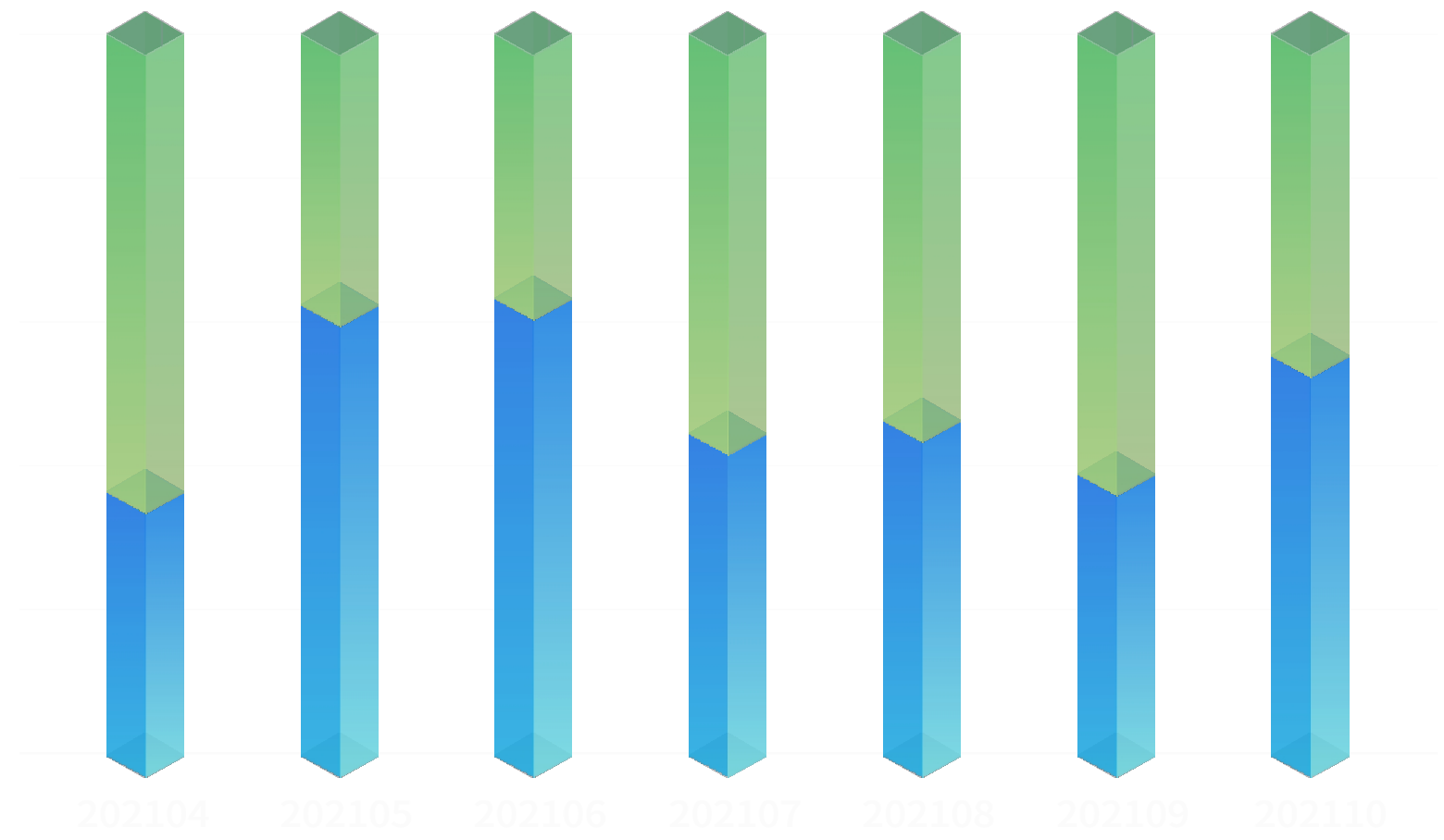
# Emerging Brands Get Attention, Beauty Categories Most Likely to Split Up

Overseas emerging brands performed well, matching the share of overseas established brands. Both established and emerging overseas brands are dominated by the beauty category, including The history of whoo, Estee Lauder, SK-II, AHC and 3CE. In addition, the source of overseas brands is gradually expanding, with more and more niche brands entering the Chinese market.

Sales share of overseas pop-ups on Shake Shack e-commerce, April-  
October 2021

Overseas Established Brands Overseas Emerging Brands





# Overseas brands' new breakthrough in global linkage on Shakeology e-commerce

The brand's flagship store is linked to overseas Chinese celebrities, relying on the brand's flagship store's endorsement of the quality of the goods and quality assurance, the perfect combination of the celebrities' vivid explanations and the brand's live broadcasting room's strong marketing strategy, creating a greater multiplier effect to help the brand sell out. Dermalogica originates from the American hospital skin care brand. With the help of platform resources and guidance, it has impressed Amway consumers with excellent product user feedback and usage effects, a perfect shopping experience and after-sales service.

A new model of quality and efficiency linkage at home and abroad

Hot Products

Dissemination of phenomena fission point

Hot Products

Since broadcasting 5 months to achieve continuous growth of more than 50%, in October with the big day event brand spoiled powder + platform resources to help real Now breaking a million GMV in a single week.

Linkage Darren in the U.S. headquarters for brand traceability, daily multi-location store visit experience + live broadcast, multi-directional penetration of overseas brand image, short video + live broadcast mode to achieve a number of million special.

3000 pcs.

Million GMV

Dermalogica Multi-Vitamin Mask Weekly Sales Surpass 3,000 Pieces (as of November 2021)

October with big day brand pampering festival +Platform resources to help achieve self-broadcasting a million in a single week





获赞  
4951

关注  
6

粉丝  
3.0w

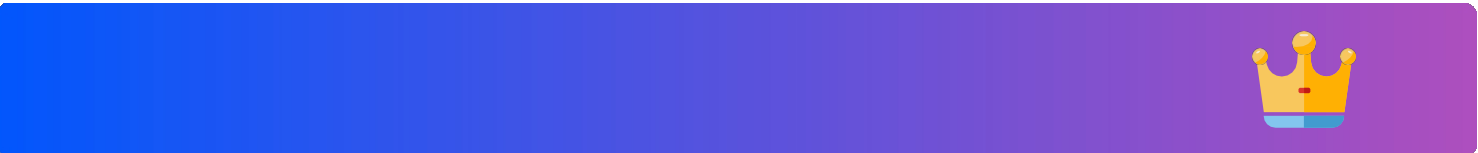
### Dermalogica 德美乐嘉

Go-Uni Limited

德美乐嘉 (Dermalogica)  
dermalogica 成立于1986年，起源于国际护肤 IDI 研究院，  
是美国专业院线护肤品牌，专注肌肤教育  
直播时间 9:00-01:00(不管在哪里下单都可以来直播间咨询使用  
方法哦)

进入店铺  
379 件好物

粉丝群  
1 个群聊



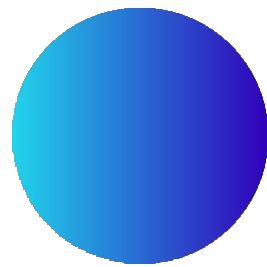


# 海外爆品 购买人群揭秘

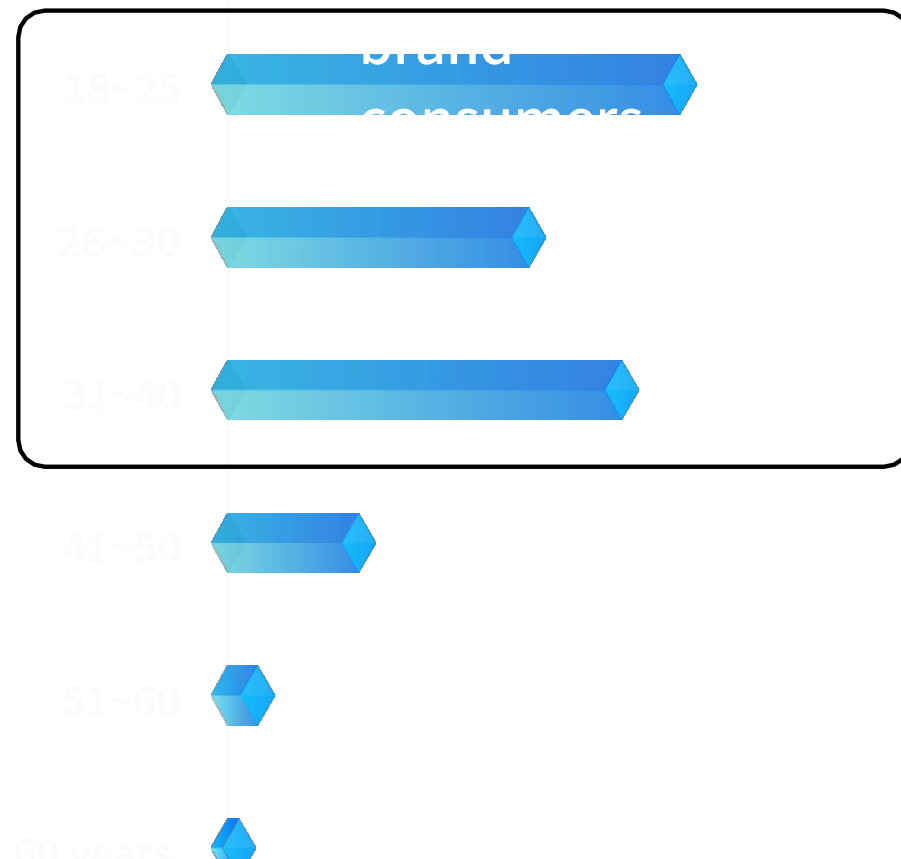


# Sophisticated, up-and-coming, middle class are the main consumers of overseas brands

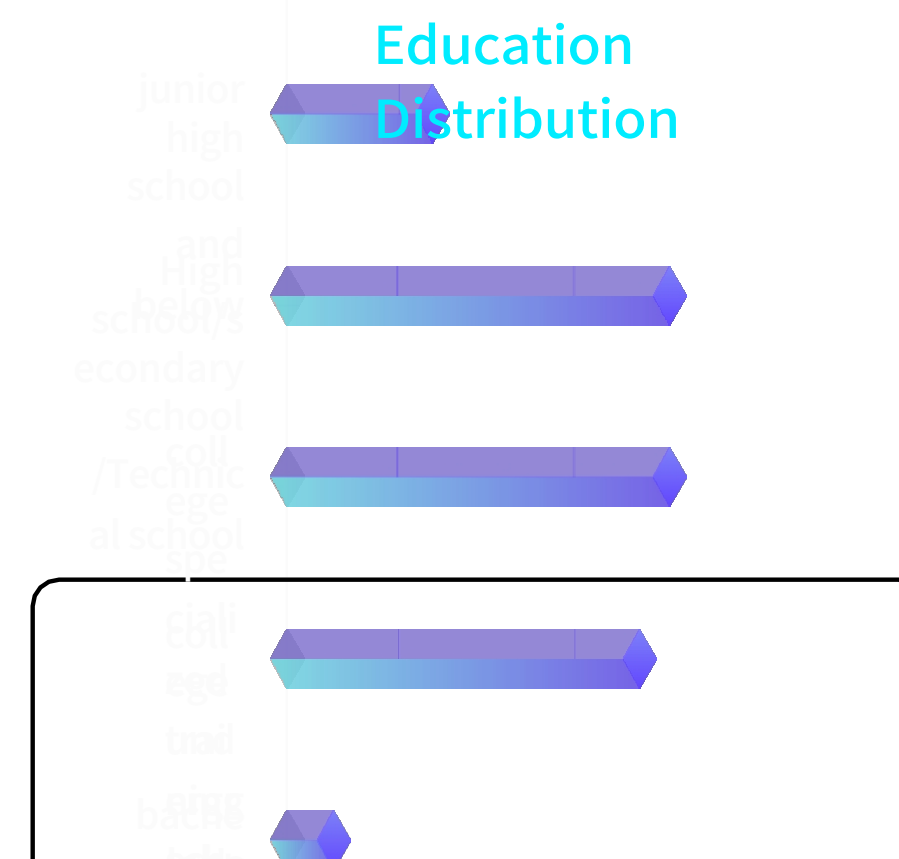
Gender Distribution of



Age distribution of



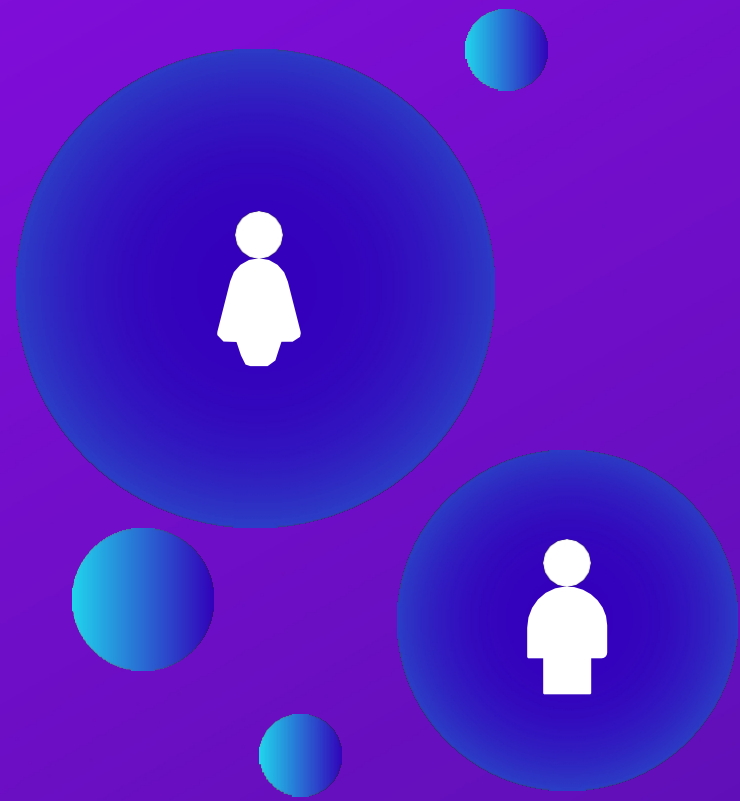
Education Distribution



Distribution of household structure of







Data source: Jitterbug E-commerce & Arithmetic E-commerce Research Institute, Overseas Brand Consumers on Jitterbug N=3320, obtained through Jitterbug platform user research in October 2021, October

2021

- 19 -

# Mostly upper middle-income groups, living in economically developed areas

Distribution of Personal Monthly Income of



City Distribution



frontline  
(computing)

L

i

n

e

1

,

Line

2,

Line

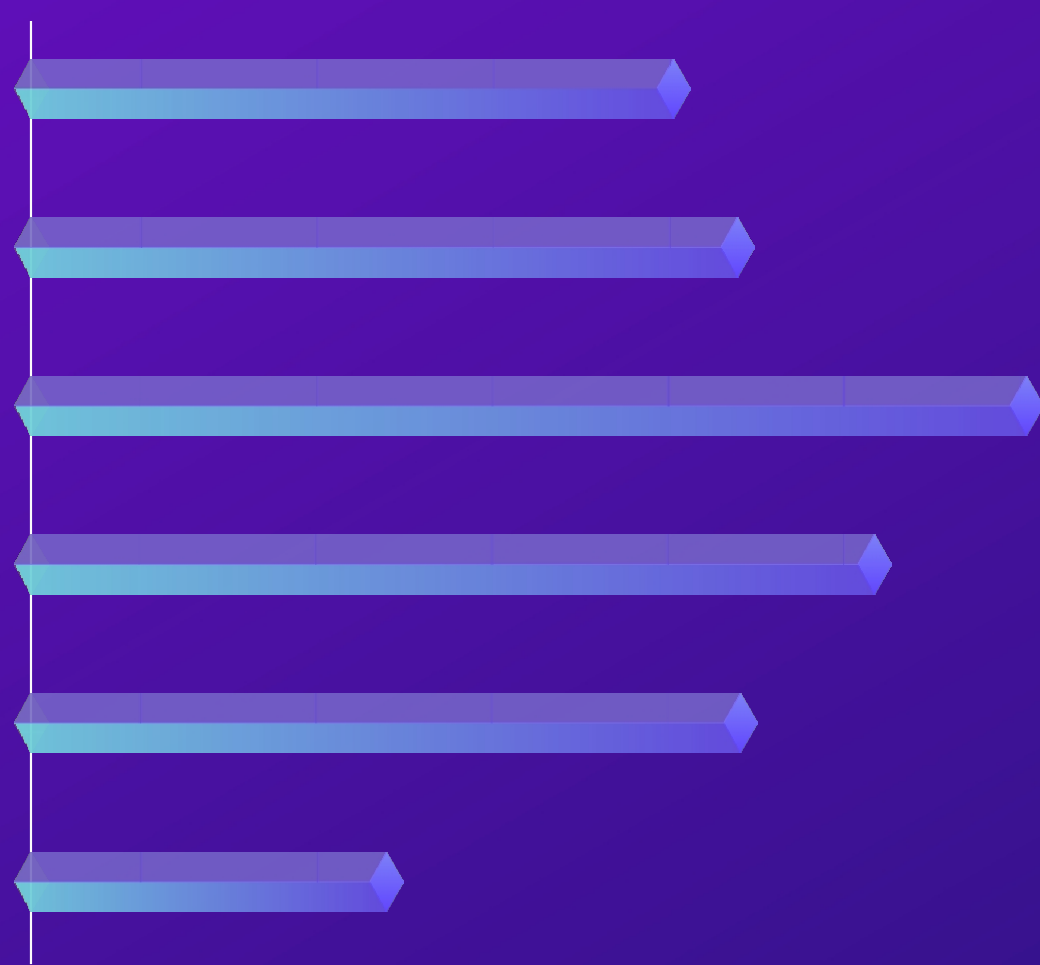
3,

Line

4,

Line

5



Data source: Jitterbug E-commerce & Arithmetic E-commerce Research Institute, Overseas Brand Consumers on Jitterbug N=3320, obtained through Jitterbug platform user research in October 2021, October 2021



# Overseas Brands Recognized, Cold Niche Expresses

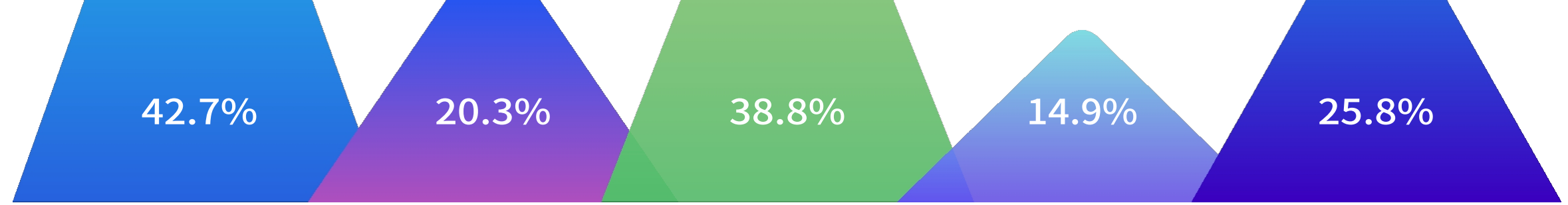
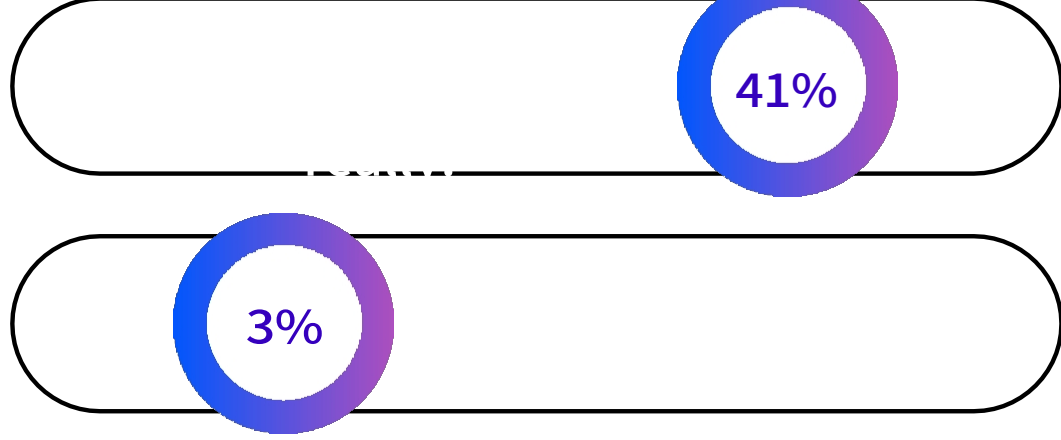
## Attitude

More than 57% of consumers have some knowledge of overseas brands, and nearly 7% of them are very familiar with overseas brands, with more and more consumers coming into contact with overseas brands through shopping experiences or promotional content. In addition, 41% of consumers do not know much about overseas brands, indicating that there is a large blue ocean for overseas brands in the future. Consumers have a higher reliance on popular products, with 42.7% of consumers choosing overseas popular products and 38.8% choosing local popular products. With the increase in the number of purchasers, more people are seeing these popular products, giving rise to more overseas and local popular products. In addition, niche goods are also growing in popularity, and consumers are increasingly having their own shopping attitudes, with 35.2% of consumers purchasing overseas niche and local niche goods.



Consumers' Purchase of Goods on Shakeology in 2021





# Overseas party prefers beauty and personal care, local clothing and bags are better







Data source: Jitterbug E-commerce & Counting E-commerce Research Institute, Overseas Brand Consumers on Jitterbug, obtained through Jitterbug platform user research in October 2021, October 2021

Enjoy global quality goods without leaving home, the world's factory is upgraded again.

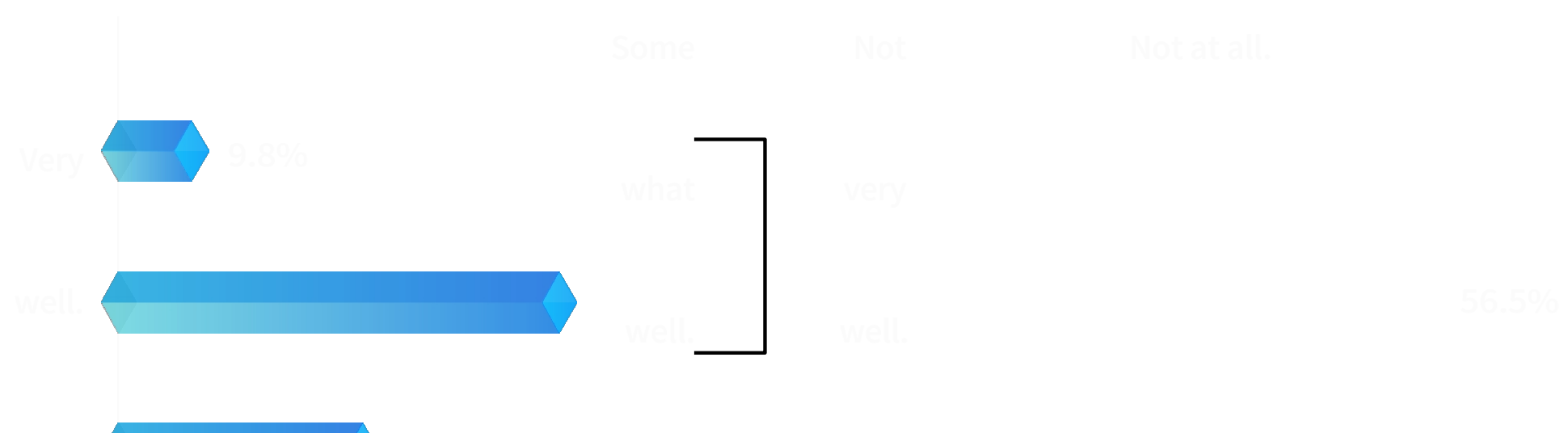






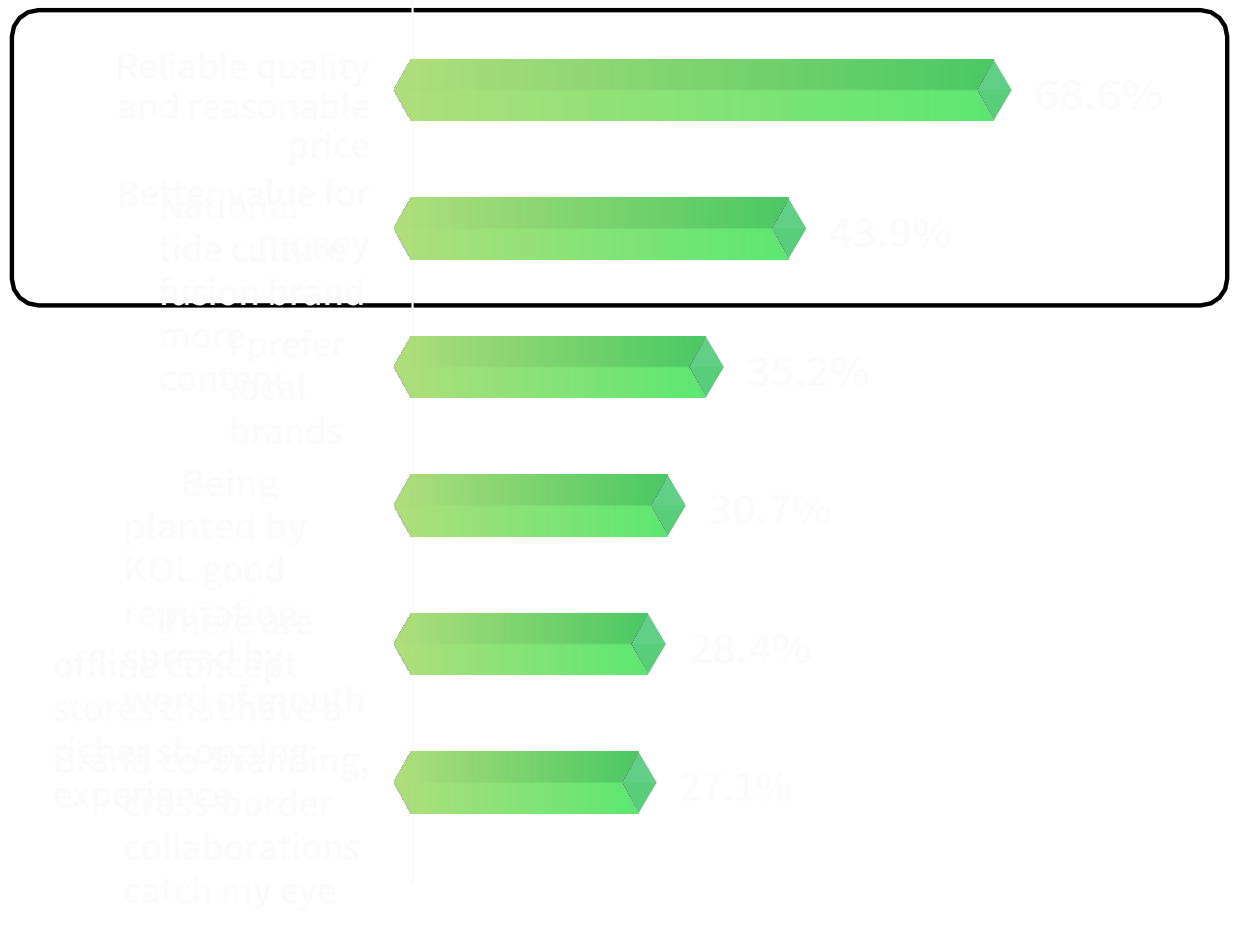
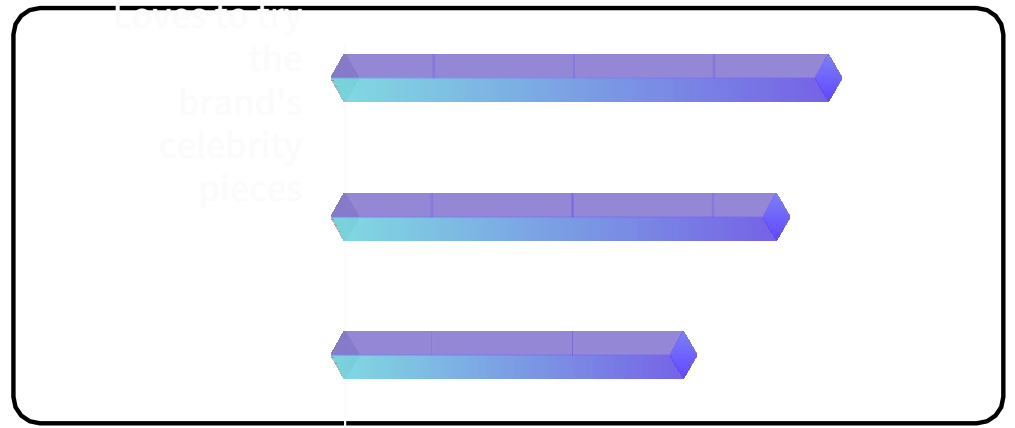
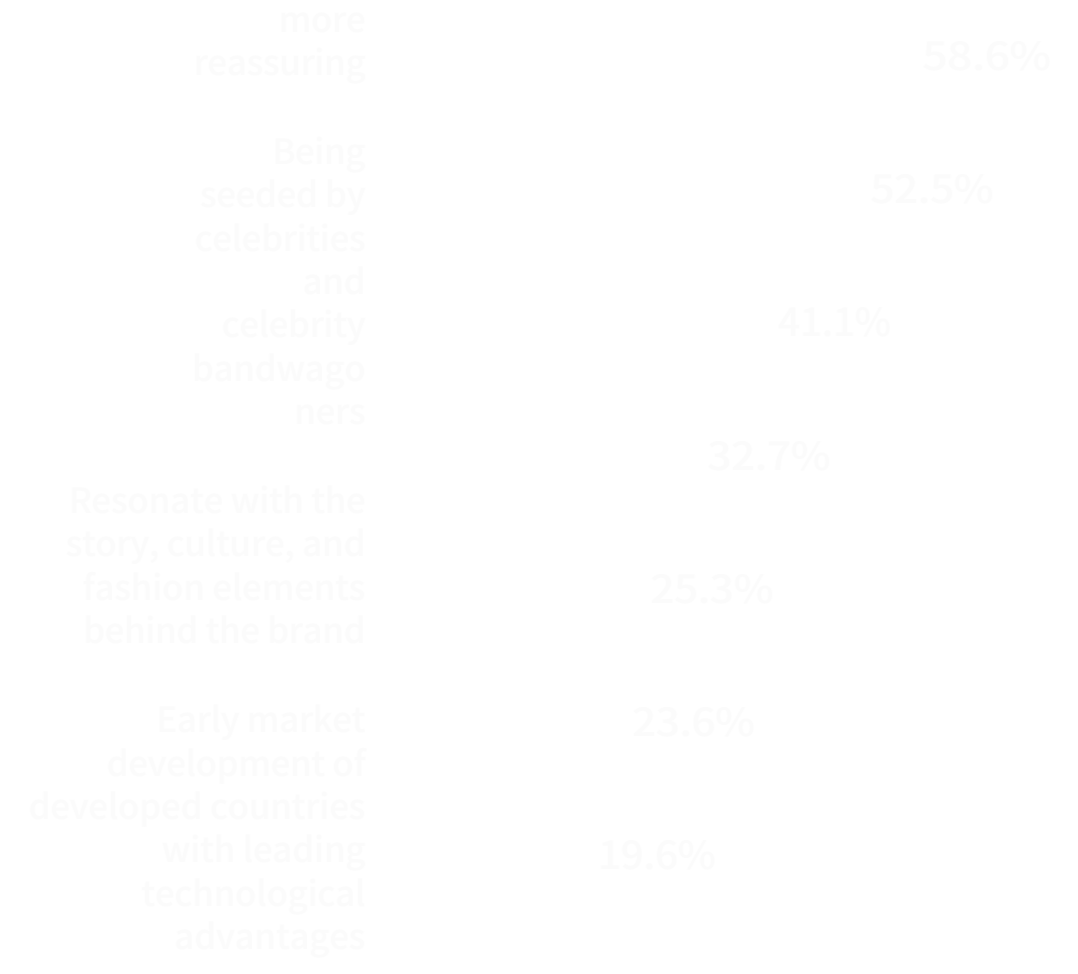
Data source: Jitterbug E-commerce & Arithmetic E-commerce Research Institute, Overseas Brand Consumers on Jitterbug, obtained through Jitterbug platform user research in October 2021, October 2021

# Pop-ups are seen by more people, overseas pop-ups light up the quality of life



Good reputation and brand image

safer and more trustworthy products

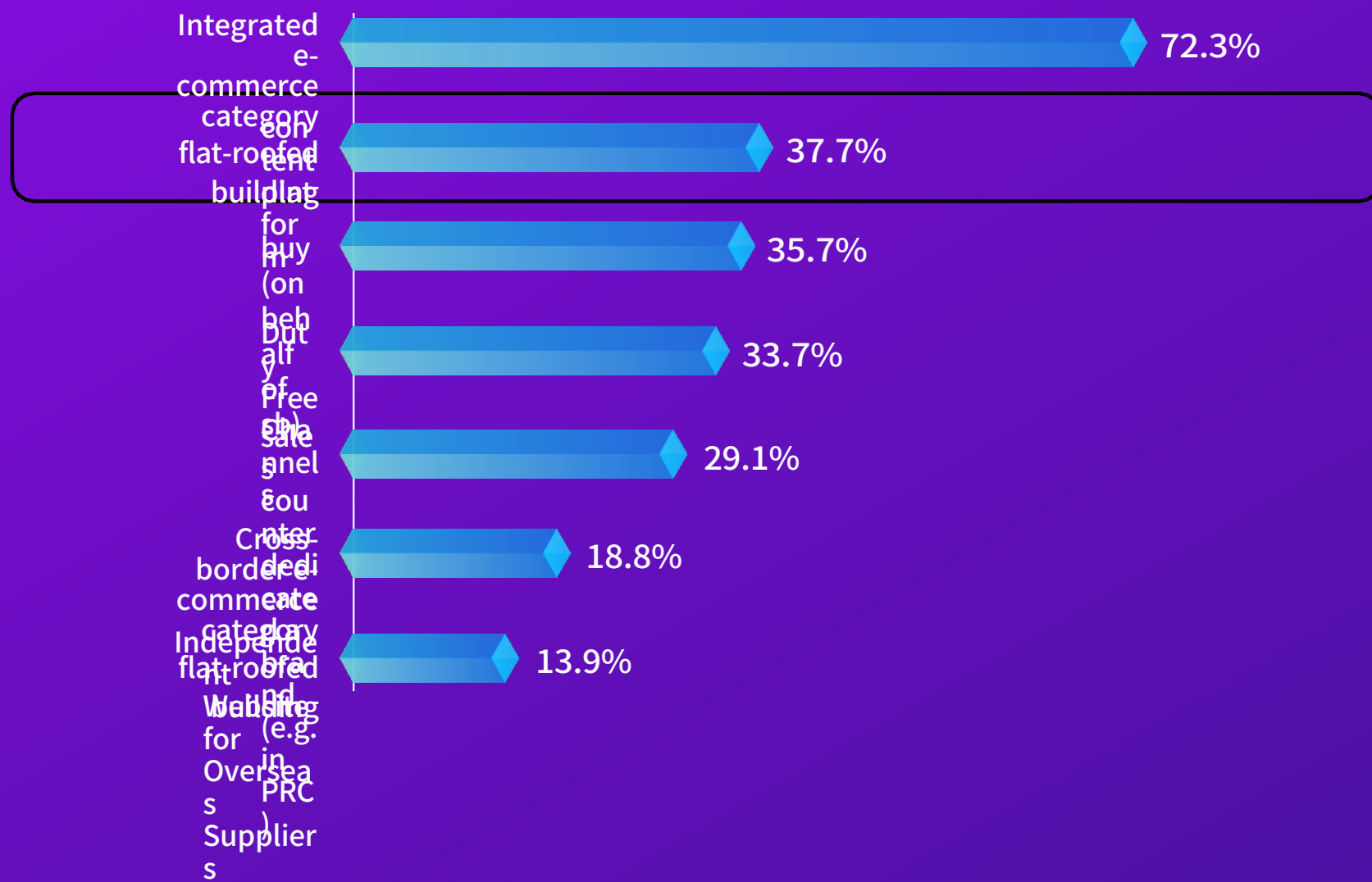




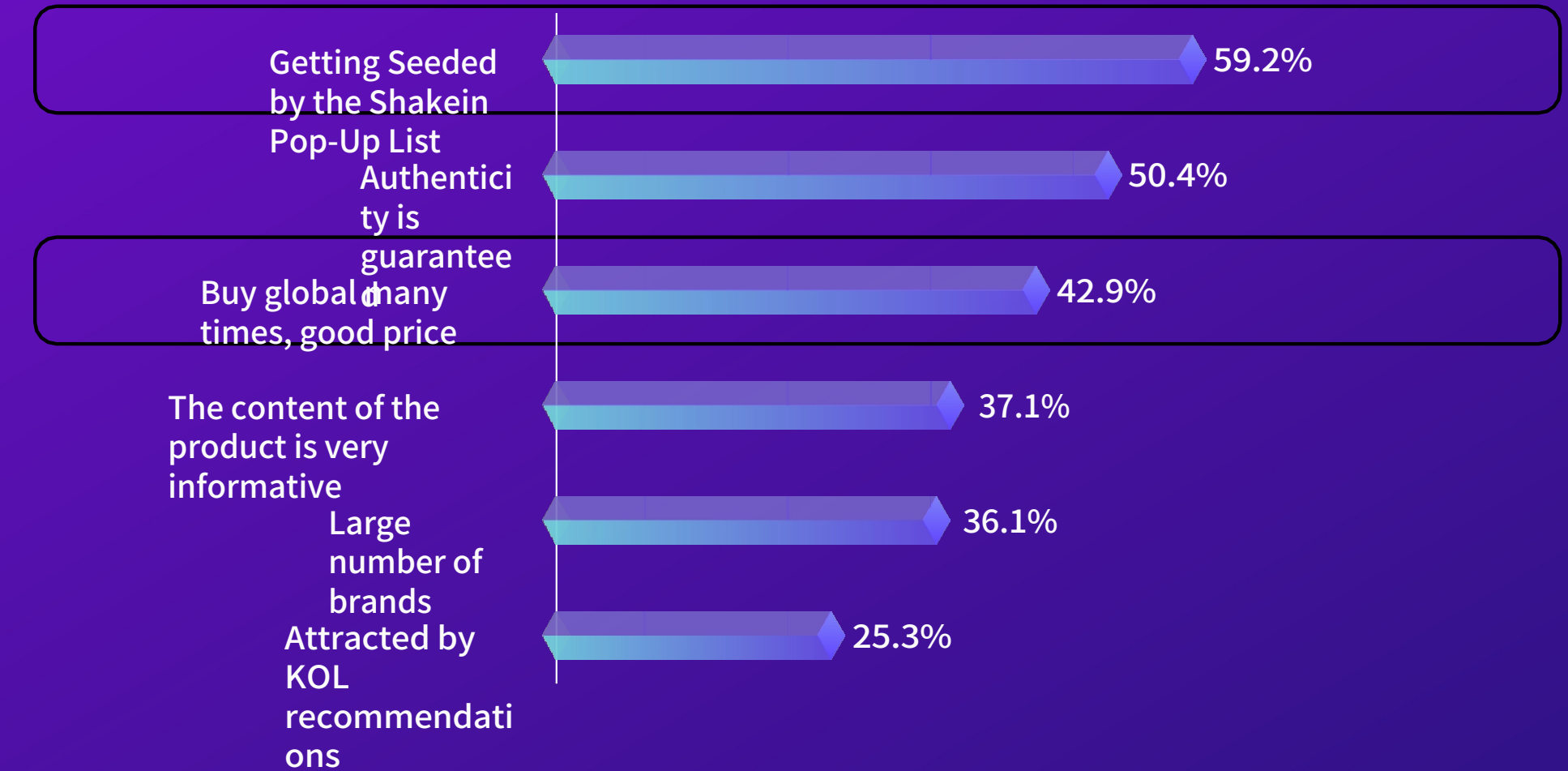
Data source: Jitterbug E-commerce & Counting E-commerce Research Institute, Overseas Brand Consumers on Jitterbug, obtained through Jitterbug platform user research in October 2021, October 2021



Creating multiple choices, interest content triggers  
more genuine imported goodies



Data source: Jitterbug E-commerce & Arithmetic E-commerce Research Institute, Overseas Brand Consumers on Jitterbug N=1417, obtained through Jitterbug platform user research in October 2021, October 2021

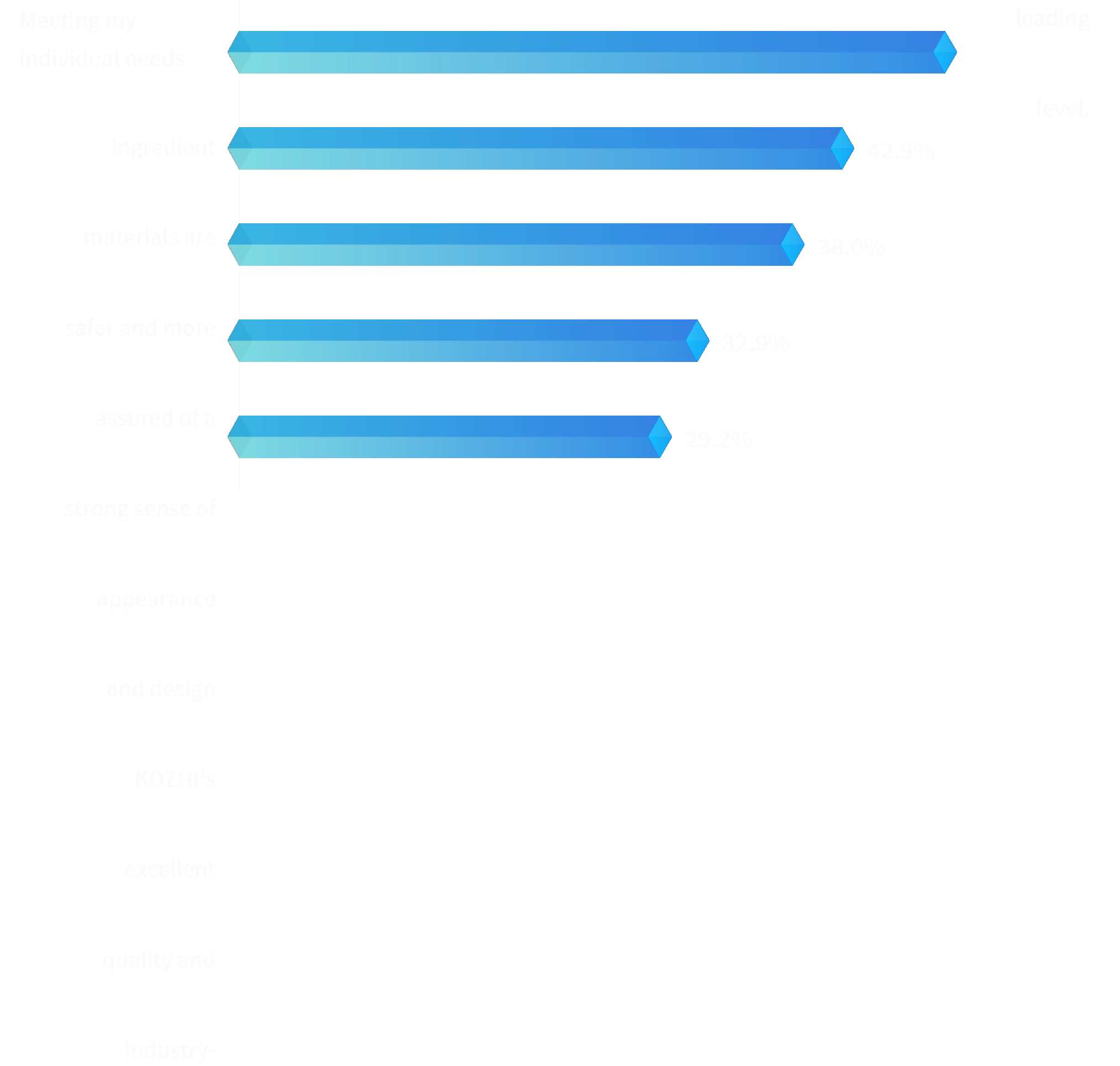
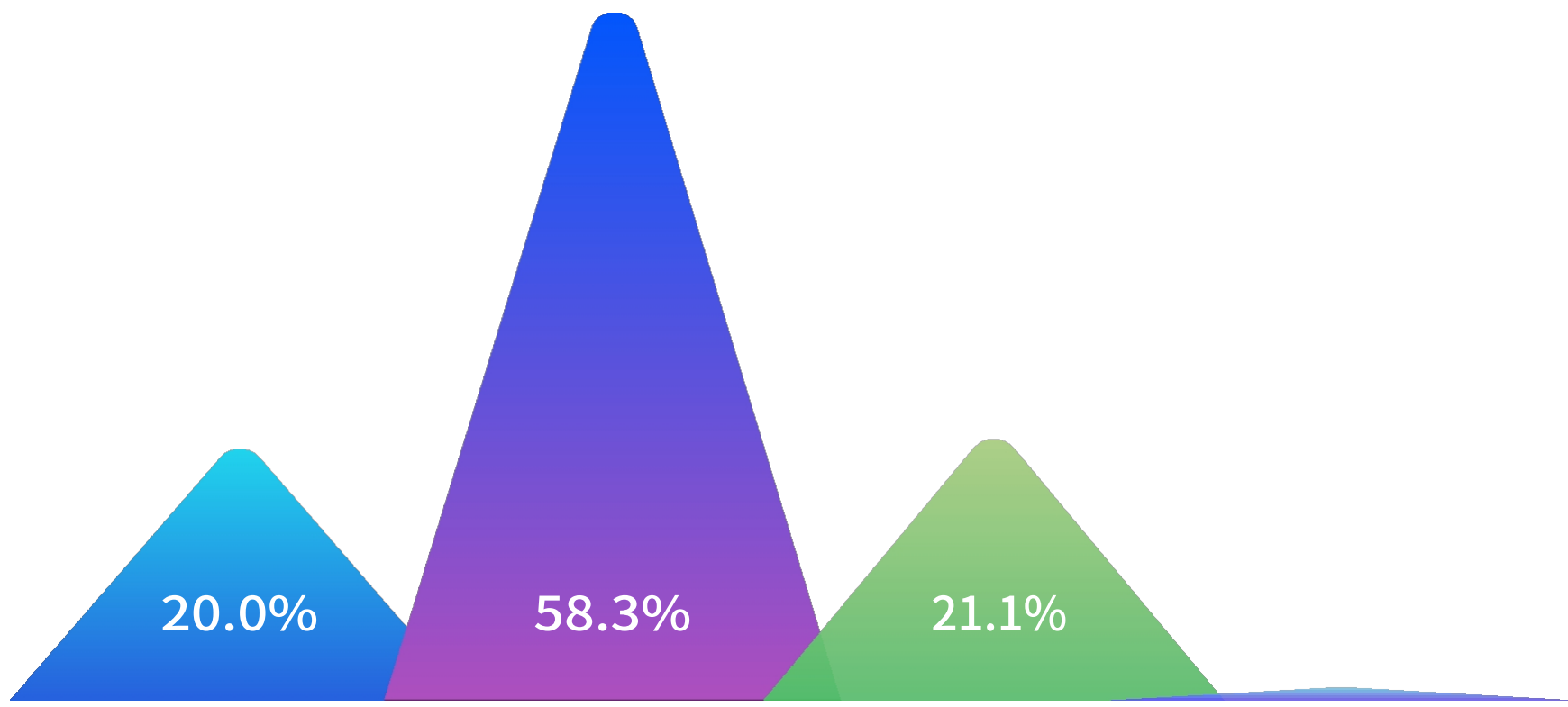


Data source: Jitterbug E-commerce & Arithmetic E-commerce Research Institute, Overseas Brand Consumers on Jitterbug N=534, obtained through Jitterbug platform user research in October 2021, October 2021





More than half of the users are very satisfied with  
overseas pop-ups, peace of mind good solid repeat  
customers



48.9%

Data source: Jitterbug E-commerce & Arithmetic E-commerce  
Research Institute, Overseas Brand Consumers on Jitterbug  
N=1417, obtained through Jitterbug platform user research  
in October 2021, October 2021

- 26 -

Data source: Jitterbug E-commerce & Arithmetic E-commerce  
Research Institute, Overseas Brand Consumers on Jitterbug  
N=3320, obtained through Jitterbug platform user research  
in October 2021, October 2021





# 海外爆品 制胜策略公开





# Content channel power, IP creation, the growth of explosive products is always in evidence

## developmental stage

0-1

1-N

Overs  
eas  
Mature  
Big

- The brand has a high visibility on social platforms such as Jitterbug platform before the birth of the pop-up, i.e., it is seeded by many fans
- Precipitate brand culture heritage, star endorsement, traffic driven sales growth
- multi-channel integration, create offline

Overs  
eas  
Niche

- New segments or new categories based on new use scenarios, product features/effects that hit consumers' pain points, and rapid market penetration
- Traffic support, user sharing to build brand reputation. from short video seeding to live with

Overs  
eas  
Emergin

- Choose the emerging e-commerce platform as the main online sales channel, low-cost test market, accurate reach consumer groups, increase brand exposure
- Multi-level KOL publicity, behind each piece of explosive models, there are an average of 3 Darren high-frequency new products, joint Darren promotion

- Utilize KOL for brand marketing to effectively increase brand exposure
- Utilize KOL for brand marketing to effectively increase brand exposure

- Utilize KOL for brand marketing to effectively increase brand exposure
- Utilize KOL for brand marketing to effectively increase brand exposure
- Utilize KOL for brand marketing to effectively increase brand exposure

platform promotions, head of the people recommended grass-raising traffic hit



# Hitching a ride on the live marketing express, overseas brands have set up live streaming rooms



Trend in the number of enterprise numbers,

Live Streaming Performance of Enterprise,

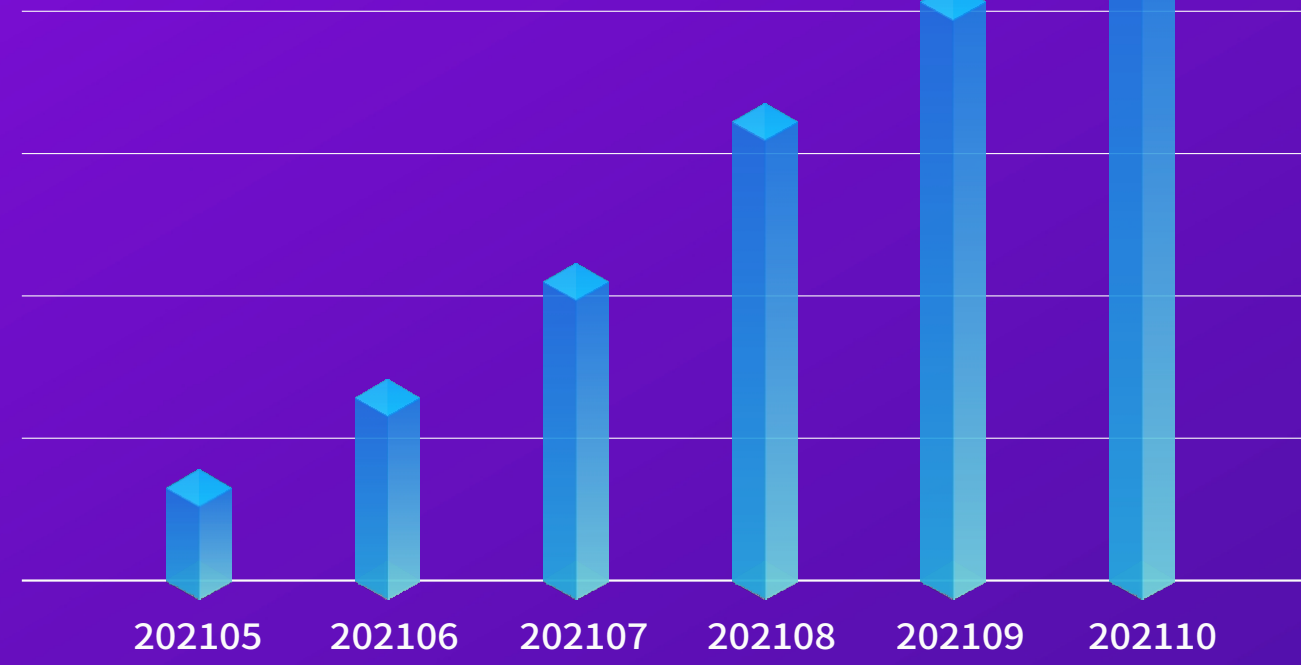
■ Enterprise ○ Live Streaming Venues



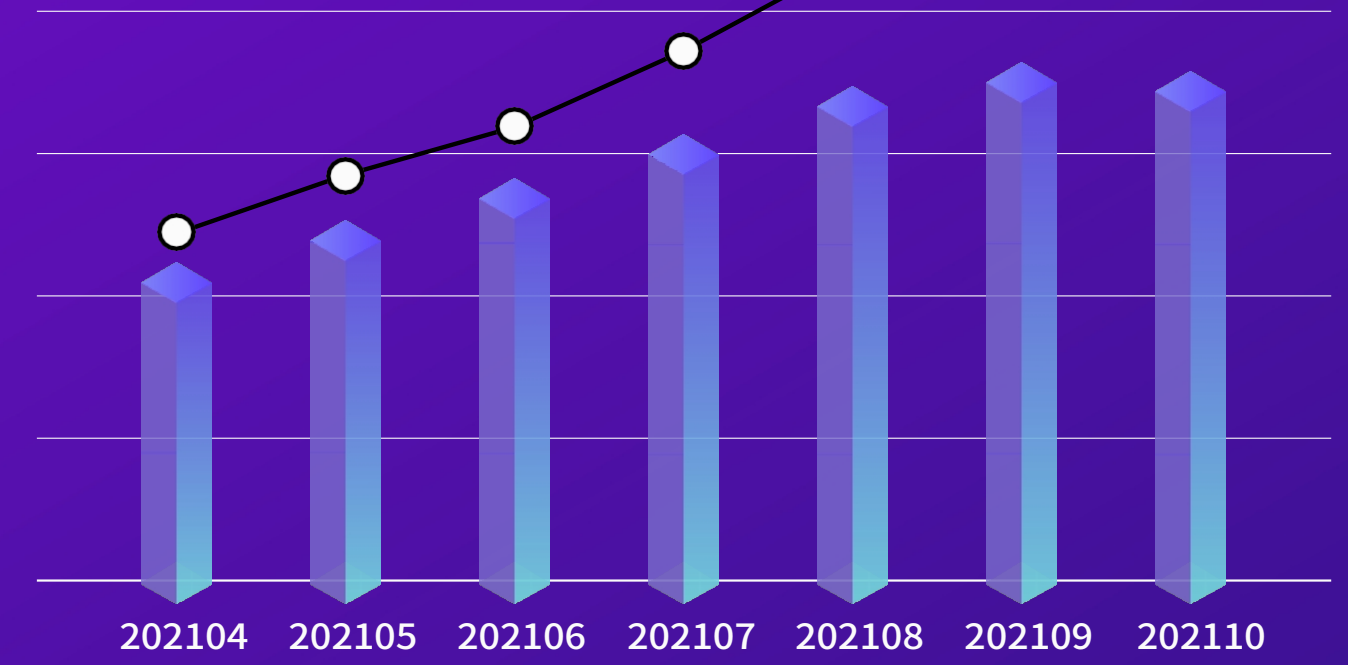


...

Remarks: In no particular order



Data source: jitterbug e-commerce & counting e-commerce research institute, May-October 2021, cumulative value e-commerce research institute, April-October



Data source: jitterbug e-commerce & counting 2021

# Darlings drive the good stuff, with 3 Darlings behind each successful overseas pop-up product

Behind each piece of pop-ups have an average of three people, overseas pop-ups with goods people are mainly cultural and educational, fashion and photographer, of which cultural and educational people mainly pop-up mother and baby book products, originating from overseas brands of the consumer group is mainly from the undergraduate education of female groups with children, such a high-knowledge group of children's education is more important, and at the same time, the pursuit of their pursuit of quality of life is also to promote the sales of overseas pop-ups; in addition, the professional knowledge of the people themselves also add credibility to the fire goods; in addition, the credibility of their own professional knowledge is also added to the fire goods. Overseas pop-up sales; in addition, the professional knowledge of the cultural and educational professionals themselves also adds points to the credibility of the fire-bringing goods. Beauty, personal care and clothing shoes and bags as a hot overseas commodity category, is a professional fashionistas and photographer with goods preferred, relying on their rich experience will be beauty, clothing, shoes and bags and personal care home clean category detonation.

Types of people who carry overseas branded pop-ups

Overseas Explosives  
Average number of carriers  
**3** people

Millions of fans among Top100 Overseas Explosive Product Carriers

TOP1 cultural education

TOP3 snapshot

TOP5 physical

TOP7 diversion

TOP9 science

TOP2 fashions

TOP4 gourmet

TOP6 plots

TOP8 parent-child

TOP10 the three rural

TOP3 with explosive	cultural education	fashions	snapshot	gourmet food	physical education	plots	diversion	parent-child	science and technology	the three rural
---------------------	--------------------	----------	----------	--------------	--------------------	-------	-----------	--------------	------------------------	-----------------

Mother and Baby Books

beauty care

food and drink

beauty care

personal care products

Mother and Baby Books

2	smart home	beauty care	personal	smart home	Clothing,	food and	Mother and	food and	personal care	food and drink
---	------------	-------------	----------	------------	-----------	----------	------------	----------	---------------	----------------

care  
products

drink

Baby Books

drink

products

3 Wine/dietary Mother and Baby Books food and drink Wine/dietary food and drink personal care products Wine/dietary personal care products smart home personal care products

Baby Books

food and  
drink

food and  
drink

personal  
care  
products

personal  
care  
products

personal care  
products



# Jitterbug e-commerce overseas pop-up live streaming sessions doubled in six months

More and more overseas brands choose to live with goods to complete the cold start into the Chinese market, you can see that live with goods has been to maintain a high rate of growth, from April to October, overseas pop-ups with goods to open the anchor nearly doubled the growth of April-August growth is significant, after entering the August anchor number and the number of live broadcasts to enter the steady growth. Mao Guangguang in July 30th opened the "Amoy global shopping" live, the whole viewers reached 6.76 million, Darren the field rose 18.04 million powder.

## Ranking of Overseas Explosive Product Leaders, April 2021-October 2021



Mr. & Mrs. Zheng  
Jianpeng &  
Yanzhen



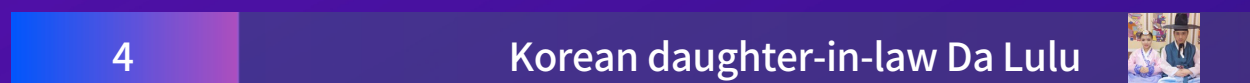
Make a  
friend.







The Return of the Marshal

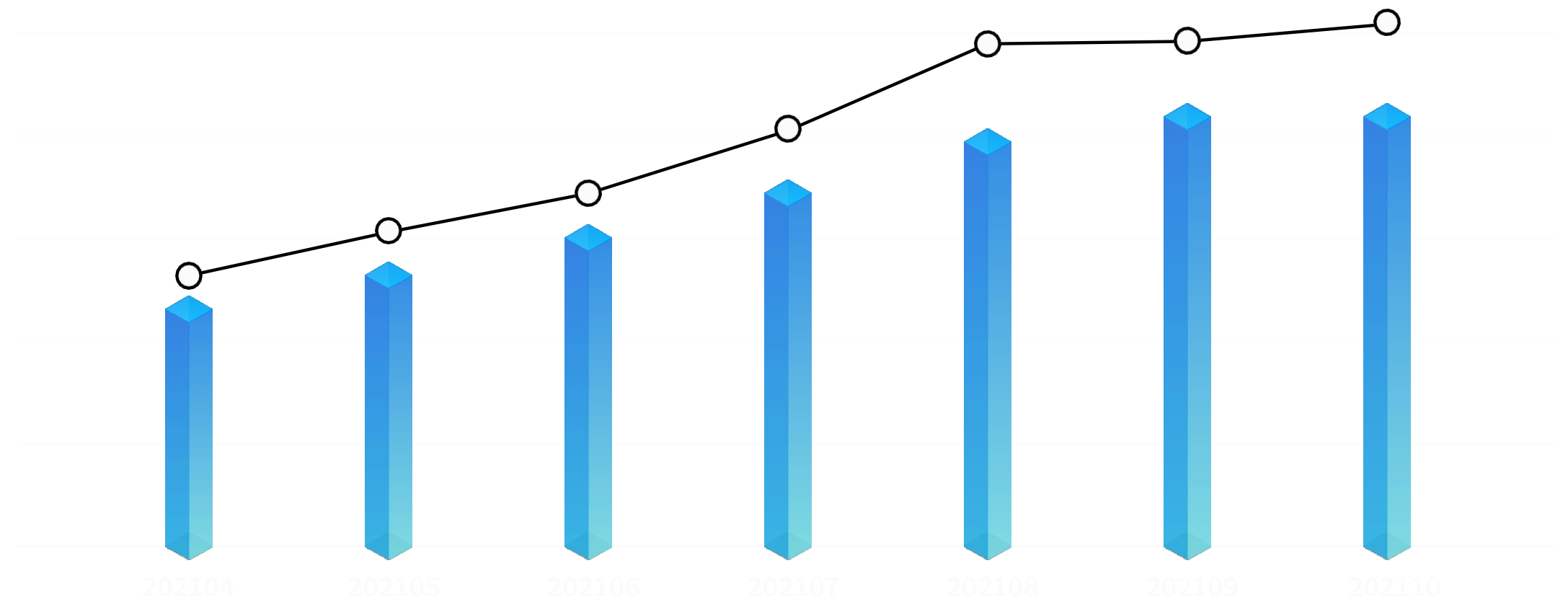
## Overseas Pop-Up Dudes Live Streaming Performance, April 2021-October 2021

■ Number of Open Anchors ● LIVE STREAM SESSIONS



5	Mr. and	
6	Liu	
7	Zian	
8	Association for	

9	Sister C. Hao Yung	
10	Gross.	



# Platform activities are brilliant, providing a variety of stages for the birth of explosive products.

Best Bargain Global has launched its own marketing IP "Global Import Week" and "Shake in the World", as well as the Best Bargain Global's exclusive training program for professionals. Among them, the Black Friday carnival season is the biggest event of Best Bargain Global in 2021. Global purchase import week, net global treasure goodies, the event is a cross-border theme series of activities, one at the end of each month, to establish cross-border brands in the category mind and monthly industry carnival on the Jitterin channel. The #GlobalBuyImportWeek topic has 210 million plays.

November-December 2021 Shake Shack Ecommerce Global Shopping Event Calendar

November	Platform activities	Double 11 (10.27-11.11)
	Global Shopping Events	Black Friday Season (11.20-11.28)
	Brand Activities	Ignite Global Self-Play PK (11.12-11.19)
	Talent Policy	Anchor Invitational Competition (11.12-11.19) Star Scout Program/Short Video Playlist Competition (11.1-11.30)
	Platform activities	Double 12 (12.1-12.12)

December

Global Shopping Events

BestBargain Import Week (12-20-12-26)

Brand Activities

Shakein' Around the Globe (12-14-12-19) Light Up the Globe Self-Play PKs (12-13-12-24)

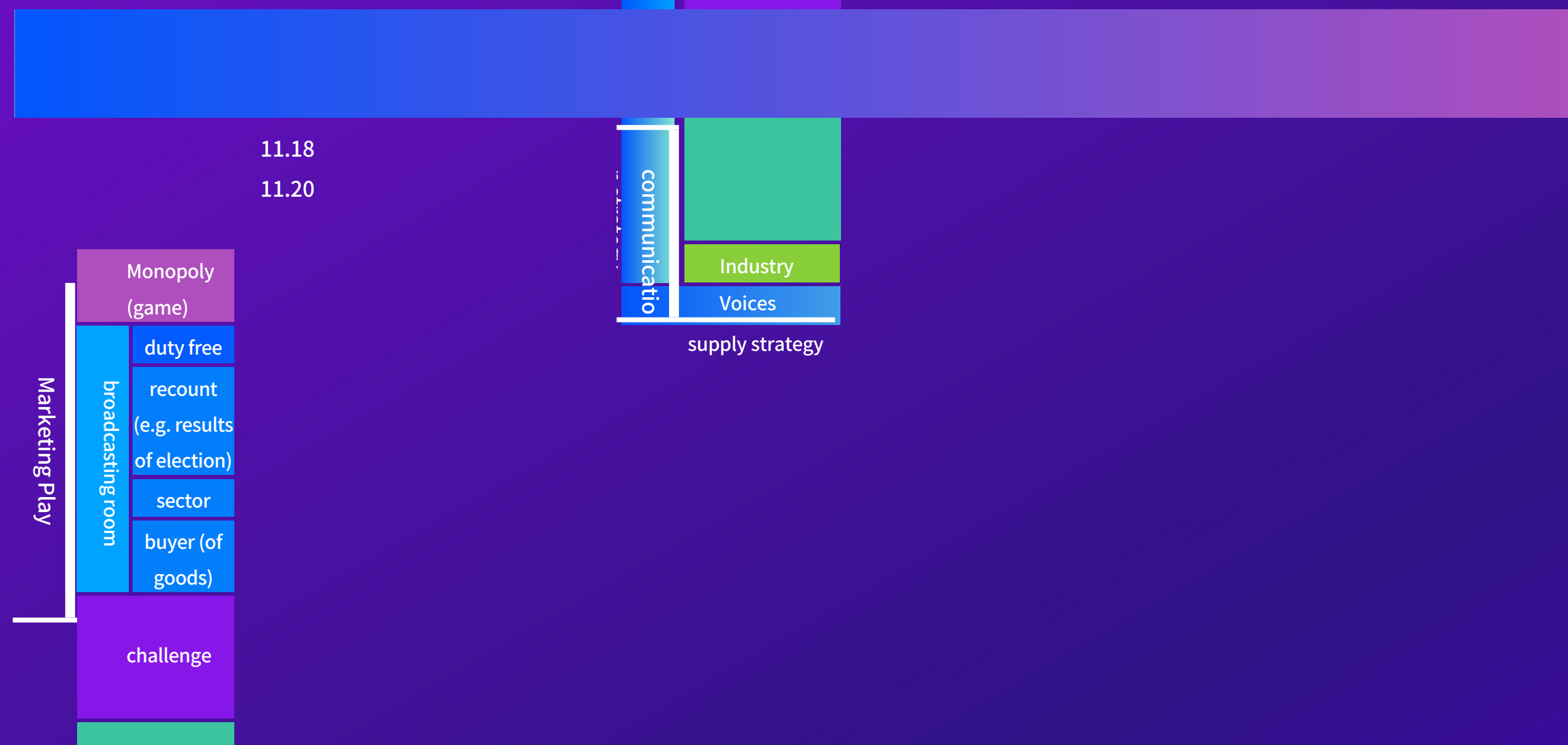
Talent Policy

Anchor Invitational Tournament (12-13-12-19) Star Scout Program/Short Video Beatdown



# Shakein Global x Black Friday Carnival, Global Treasure Hunt, Footloose

Black Friday is the best time of the year. Amoy, jittery e-commerce opened the Black Friday carnival annual carnival, to create "Black Friday carnival, footsteps non-stop, all over the world of good things", the launch of the bonded warehouse 99 clearance rebate, novelty goodies and other rich goodies.

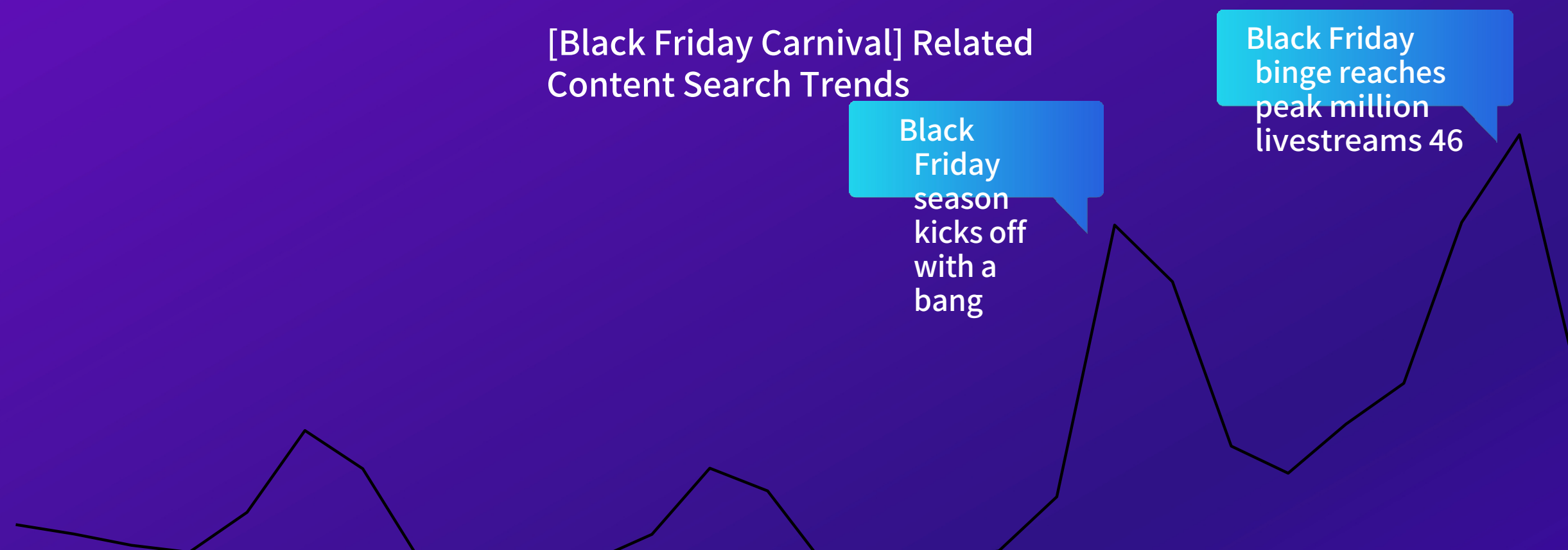




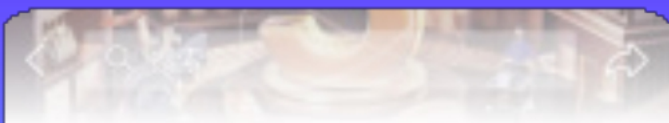
# Overseas Double Eleven Consumption Enthusiasm Unabated, Cross-border E-commerce Welcomes Year-round Peak Season

Since November, the search volume of Black Friday-related content has been climbing rapidly, with the first small peak on November 21st, and with the arrival of Thanksgiving Day on the 26th, Black Friday-related searches peaked on the 27th. #Black Friday Topics have reached 140 million views, reflecting consumers' enthusiasm for overseas spending and merchants' increased participation in Black Friday.

[Black Friday Carnival] Related Content Search Trends



#BlackFridayMania



#黑五狂欢节

1.4亿次浏览

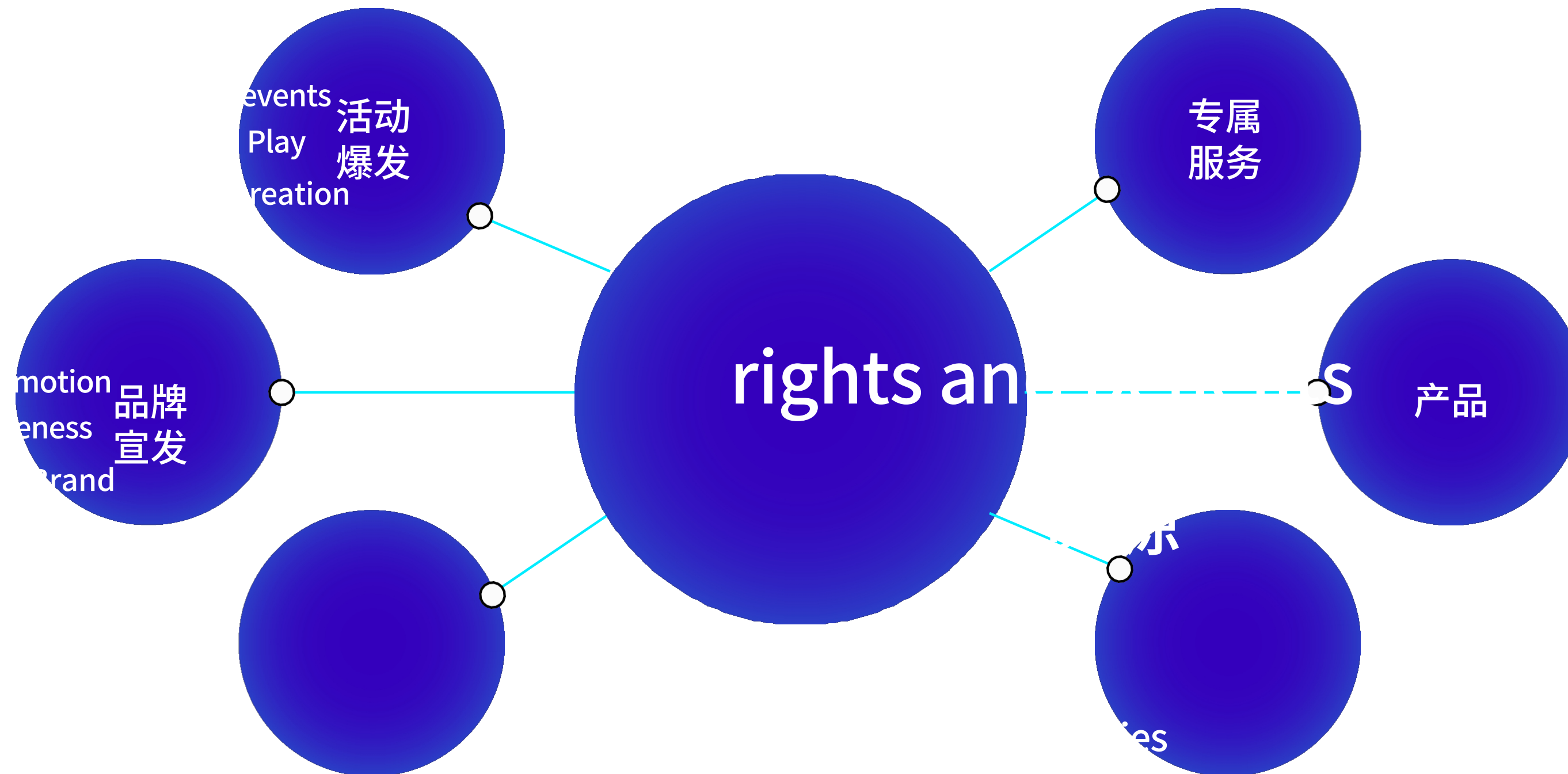
☆ 收藏

### 简介

2021年11月18日-2021年11月28日，黑五带着全球好物重袭来!无论是大牌爆款还是小众新奇特好物，在这里你通通可以Get!让我们一起“黑五狂欢，脚步不停，遍寻全球好物”~



# Shake brand support special program to help cross-border new consumer brand growth



Regular  
docking  
domestic well-  
known  
investment  
institutions  
Shake Shack  
Strategic  
Investment  
Department

Invest  
ment  
and  
finan  
cing  
assis  
tanc  
e

Traffic

Priority reporting  
Official Live Stream

Support


Jitterbug Mall/New Products

Channel

Note: Subject to the actual implementation of the platform, the platform has the final right of interpretation


# Brands partner with head honchos for explosive cross-border e-commerce growth

2021 Cross-border e-commerce professionals' excellent bandwagon cases 2021 Overview of interaction data of super live room during Black Friday



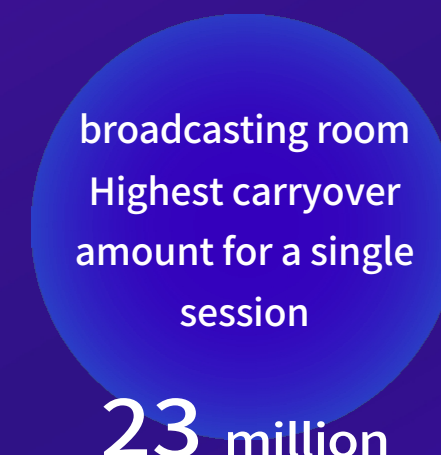
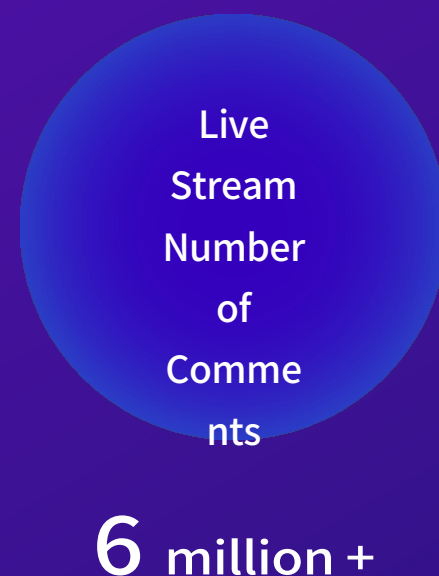
**@Juzzie**  
Number of fans 13.8 million

Shakein Shop Global Specialty: July 14th Qingdao warehouse - Zhu Zixiu global shopping beauty special, the cumulative number of viewers 8.16 million, live new fans 400,000, including



**@Marshall**  
Number of fans 1.94 million

July 18th Shanghai bonded warehouse - Ma Shuai & TOPO No. 1 seller of single-piece sets Specialized, live-streaming at the bonded warehouse to bring immersive Experiential, with over 2 million cumulative viewers




Featured Live Streaming Room During Black Friday 2021 - Sister C's Howling Across Korea

Live Streaming Views



Live GMV



**@HairyBright**  
Number of

July 30th, Daren Maokuangguang's Global Shopping Debut the cumulative number of pieces sold in the live broadcast exceeded 100,000

11.20

11.21

11.23

11.25

11.27

11.28





# Data description

## 时间周期

- Annual data: April-October 2021 (unless otherwise noted)
- Research data: October 2021

## 名词解释 Brands

- Definition of Overseas Brands: Includes Overseas Big Brands, Overseas Niche and Overseas Emerging Brands
- Definition of Overseas Branded Explosive Items: Items that contain established overseas brands, overseas niche brands and overseas emerging brands and have been on the Shakein Explosive List.
- Overseas branded content: video titles containing keywords related to overseas brands or short video content with overseas branded products or content published by overseas branded enterprise numbers.

## 人群说明

- The data analyzed in the report are for adults 18 years and older

## 数据来源

- Content playback, comments, likes and other data sources are internal data platforms
- cross-border industry commodity consumption data





- This report is jointly produced by [Jitterbug E-Commerce] and [Counting E-Commerce Research Institute].
- The Jumbo Engine's E-commerce Research Institute is an e-commerce research institute based on the content, consumption, advertising and other multifaceted data deposits on the Jitterbit platform, interpreting consumer psychology, gaining insight into market opportunities, guiding product R&D, and parsing the marketing code, so as to realize the realization of content-driven business and data-inspired operation, and is committed to building China's professional consumer and business insights organization.
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# THANKS

