



Follow

Explore

Nearby



Unboxing | Lifestyle 开箱

📦 提升生活幸福感

Sssunny

👍 711



来北京出差当然要住中国大饭店 🌟

Candice-z

👍 260



1min Short video introduction of Xiaohongshu



SPLASH AD |

小红书

Embrace the Future of Duty-free Marketing with Xiaohongshu

2024 China Watch Workshop



小红书

CHINA'S LEADING LIFESTYLE PLATFORM

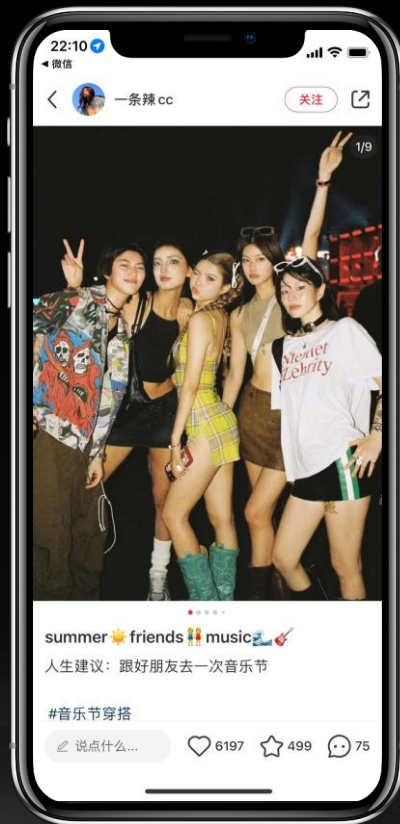
Cross-border Shopping → Fashion & Beauty → An Encyclopedia for life

We have the most energetic “users” with a range of diverse lifestyles

They love discovering, experiencing and sharing the beauty of life

300Mil
MAU

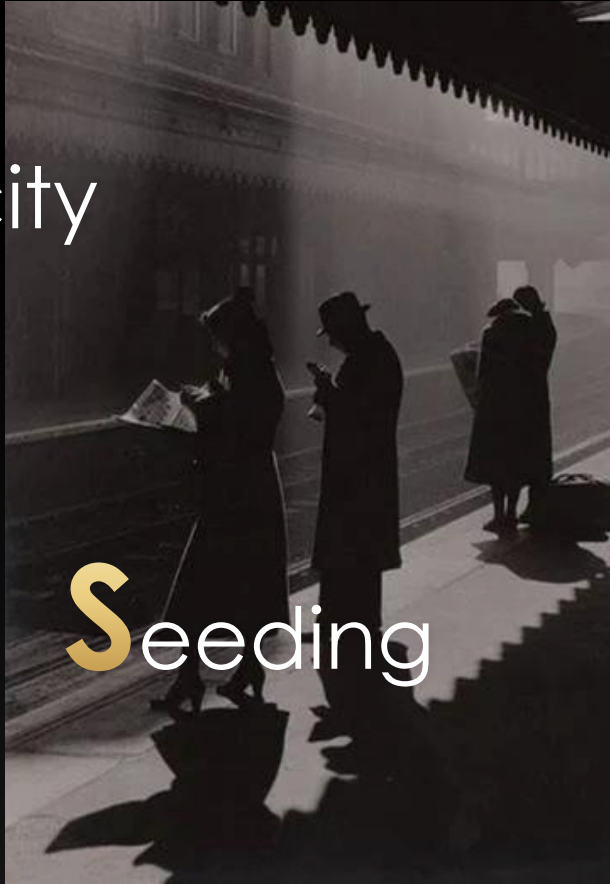
50%
Tier 1&2 cities



50%
Post-95s

3:7
male-female

Four keywords to understand Xiaohongshu



DIVERSIFICATION

Our diverse community leads to Inspirational content for every life scenario

80Mil
content creators

400K
Number of KOLs

100%+
Growth of KOLs



Makeup
Master

Exquisite
White Collar

Fashion
Icon

Art & Culture
Lover

Celebrity

Art&Culture

MUSIC

+160%
Content Growth

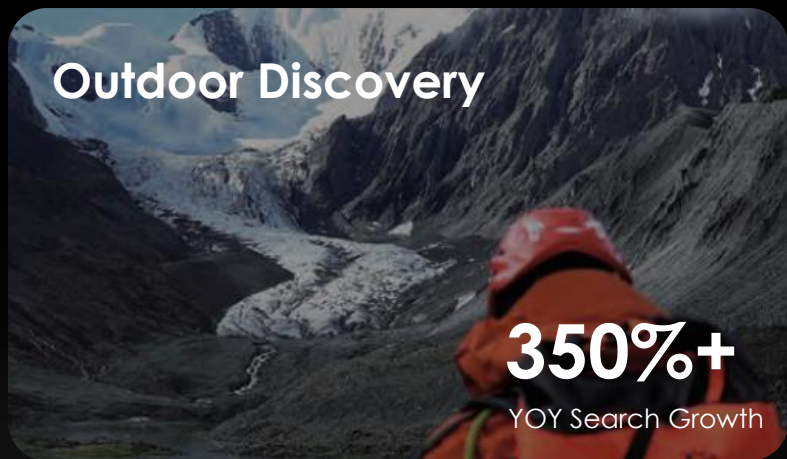
TRAVEL

FASHION

HOME IMPROVEM

INSPIRATIONS

New lifestyles are happening here and spreading nationally



Outdoor Discovery

350%+

YOY Search Growth

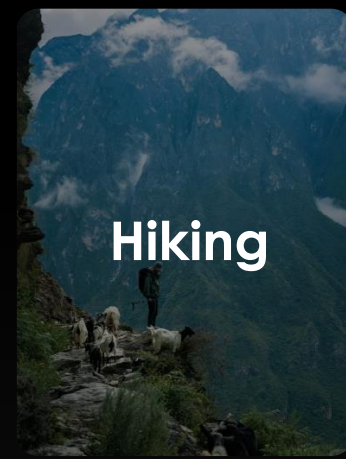


Camping

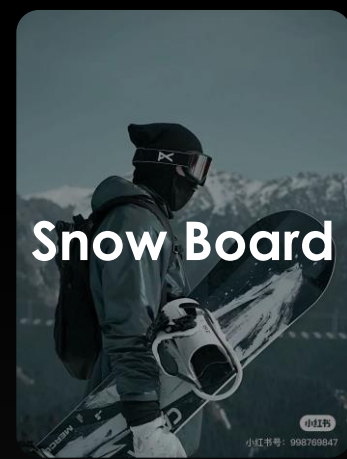
小红书
小红书号: 113107468



Cycling



Hiking



Snow Board

小红书
小红书号: 986789847



Travel Overseas

10 times

YOY Search Growth



Citywalk

小红书
小红书号: 113107468

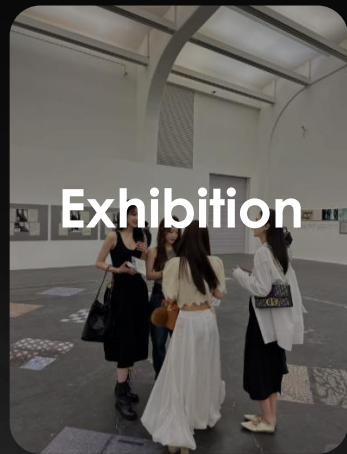


今日咖啡

Wake up in MOONFLOW

我的小森林

HELLO AUGUST



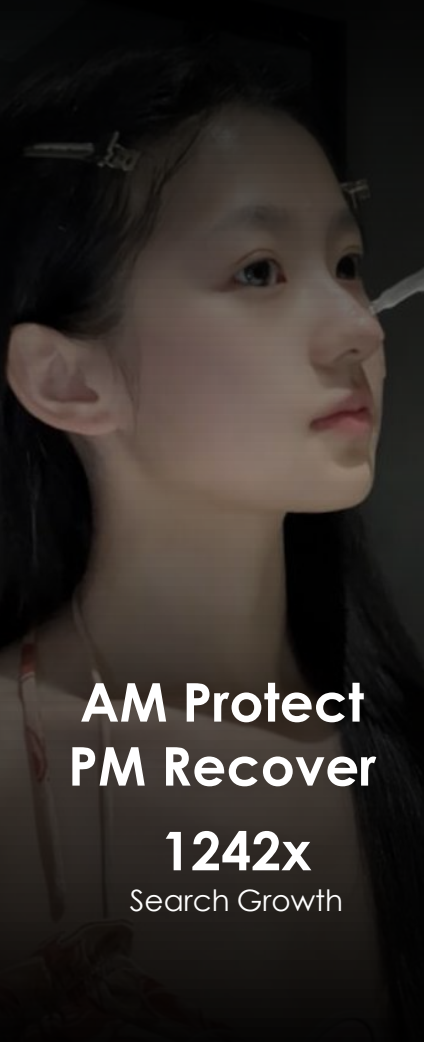
Exhibition



Frisbee

INSPIRATIONS

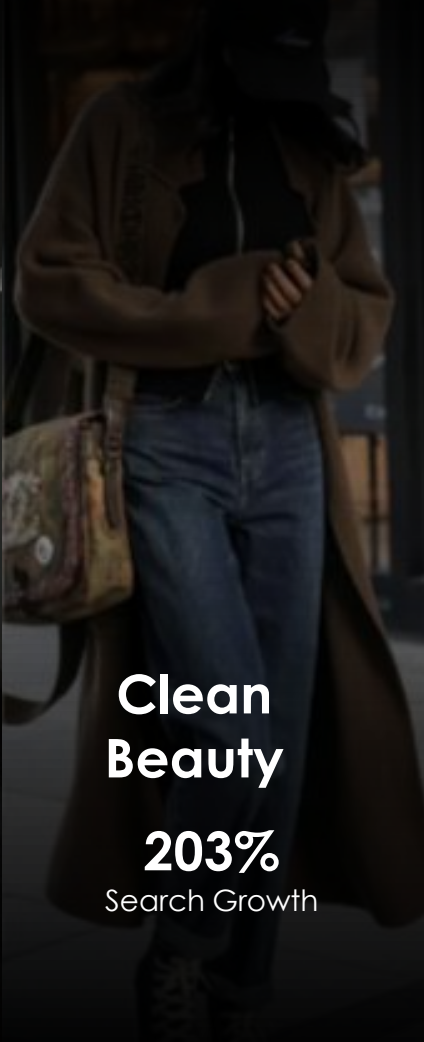
Various lifestyle trends bloom here, leading young + diverse ways of living



**AM Protect
PM Recover**

1242x

Search Growth



**Clean
Beauty**

203%

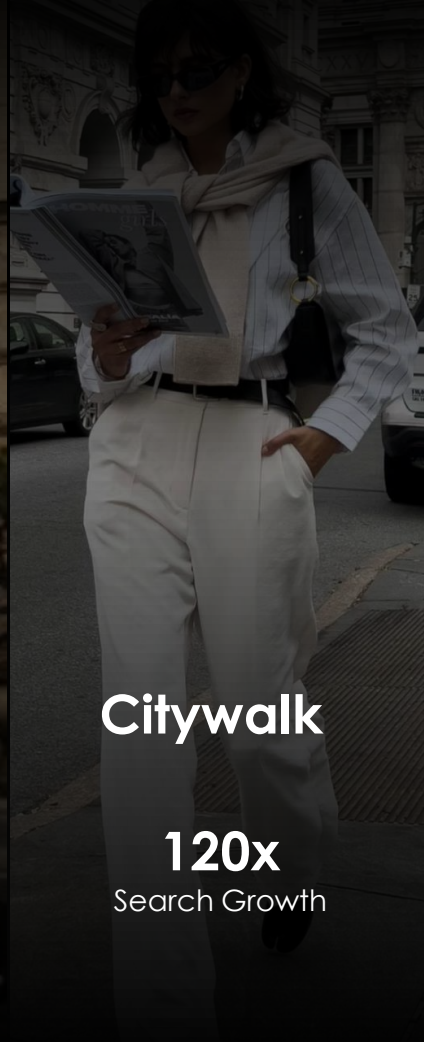
Search Growth



Maillard

660x

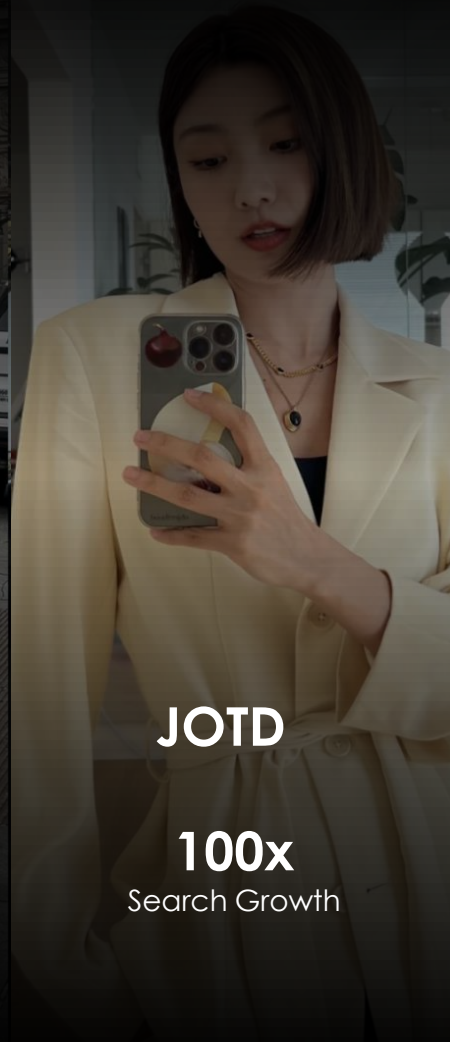
Search Growth



Citywalk

120x

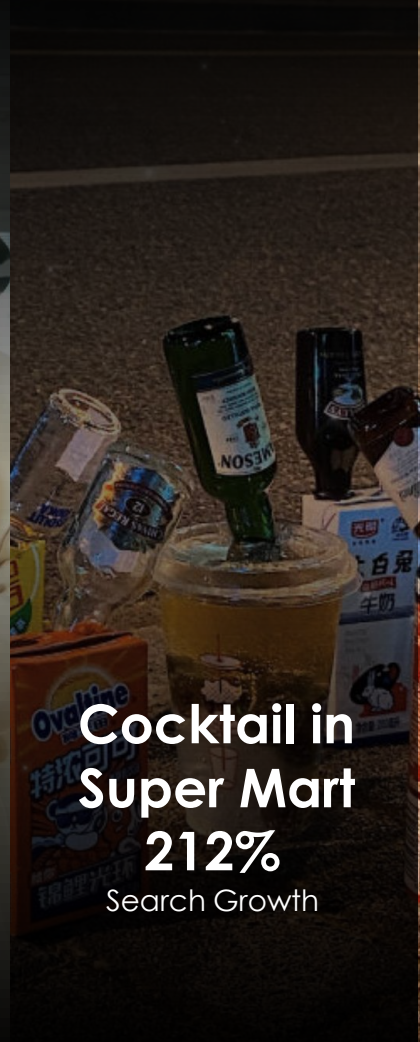
Search Growth



JOTD

100x

Search Growth



**Cocktail in
Super Mart**

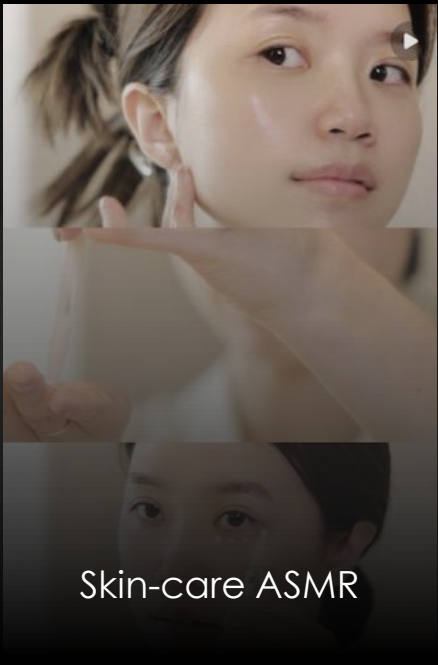
212%

Search Growth

AUTHENTICITY

Real” People Share Authentic Experience

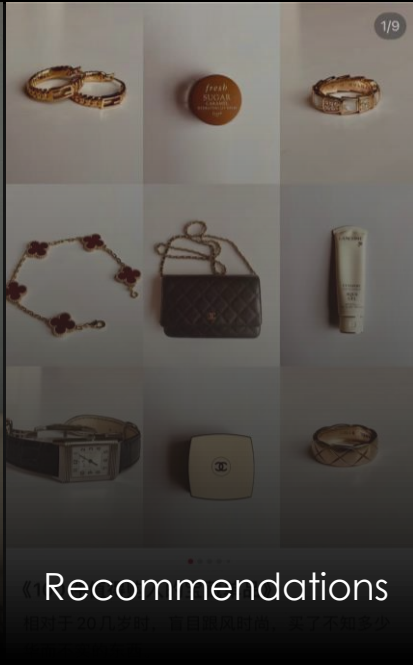
90% UGC, sharing helpful content with trusted reviews and recommendations



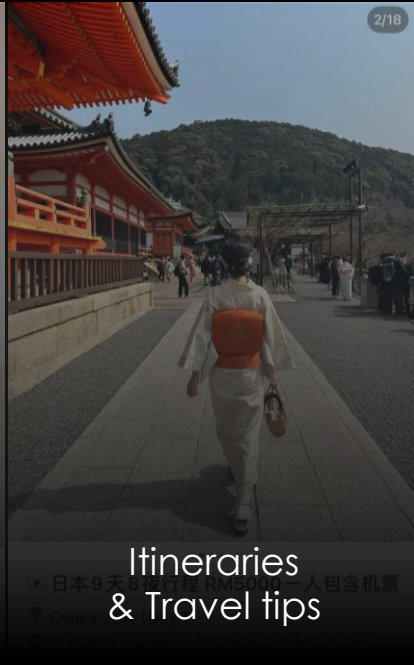
Skin-care ASMR



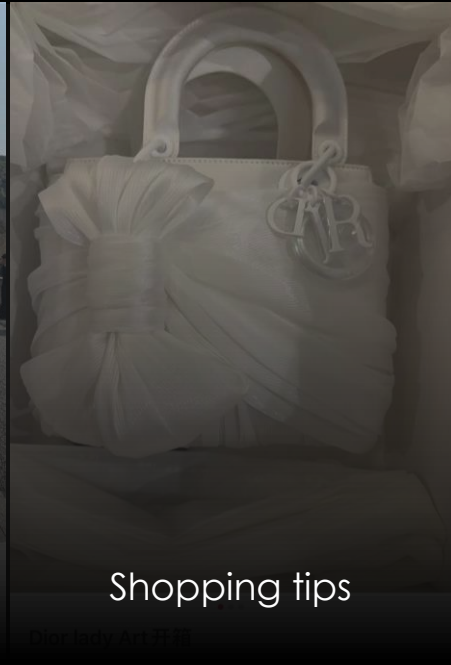
Makeup tips



Recommendations



Itineraries & Travel tips



Shopping tips



experience sharing



Xiaohongshu continues to shape the future of marketing

H2H

— Philip Kotler

Under the “**decentralized**” information environment, digital marketing changed from brand-centered model to **human-centered**.

120mil

Number of people who look for shopping suggestions on Xiaohongshu every month

60%

of daily active users perform searches

380mil

daily amount of search queries



Xiaohongshu, A New Go-to Platform for Consumer Decision-making

“

When in doubt,
search on Xiaohongshu

That's why we are strong in SEEDING EVERYTHING

A Style

A Life scene

A Product

An Event

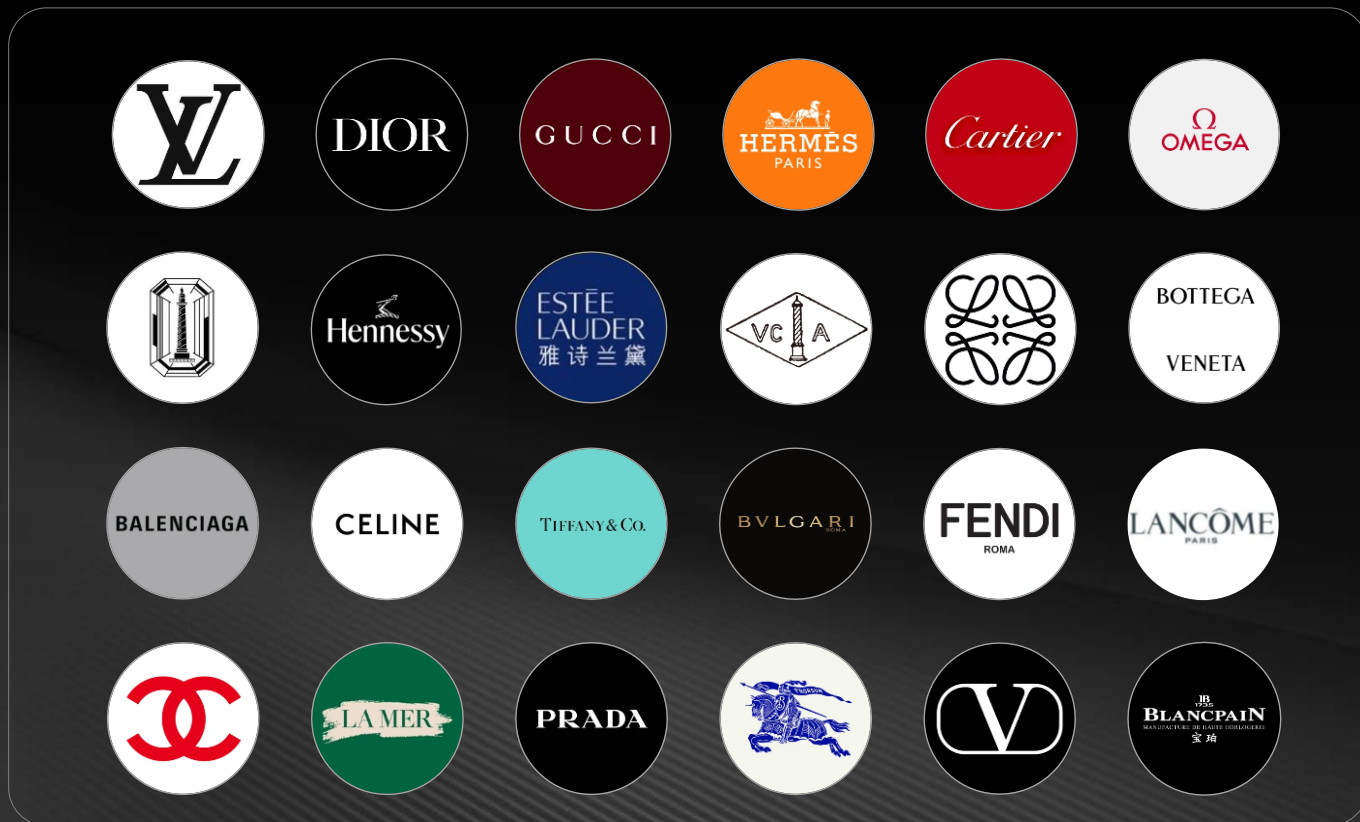


Xiaohongshu Accompanies Users Through The Entire Travel Experience



Xiaohongshu is a BRIDGE to connect brands and consumers

- Over 200+ international brands have joined us



2024 NEW TRENDS



**Embracing
Authenticity**



**Immersive
Experience**



**Shopping
For pleasure**



**Duty-Free
Sophistication**

EMBRACE AUTHENTICITY

Xiaohongshu users are actively reestablishing the connection with the world, embracing authentic lifestyles

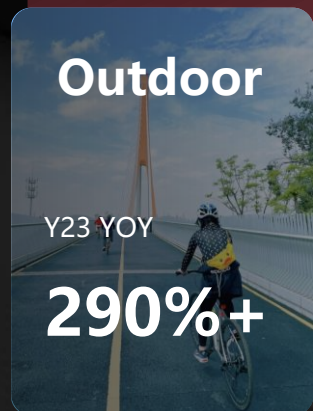
Online community connect with offline society, city-walk, bike-ride club, exhibitions



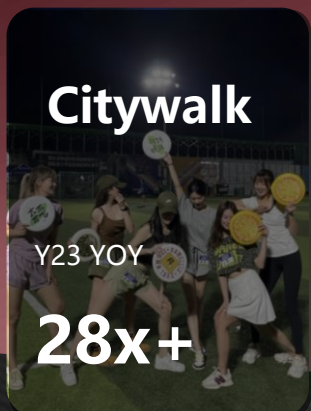
Travel abroad
Y23 YOY
10x+



Concert
Y23 YOY
20x+

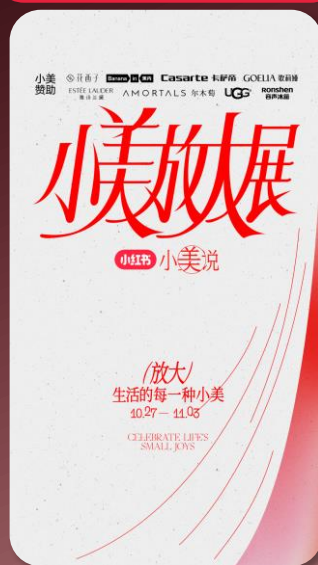


Outdoor
Y23 YOY
290%+



Citywalk
Y23 YOY
28x+

小红书 小美说



1600%+
#topic growth within 10D

小红书 外滩猫街



+2000%
Post growth d2d during the event

小红书 平凡摄影大赛



17w+
UGC posted generated

小红书 遛遛生活节



+470%
#topic growth within 10D

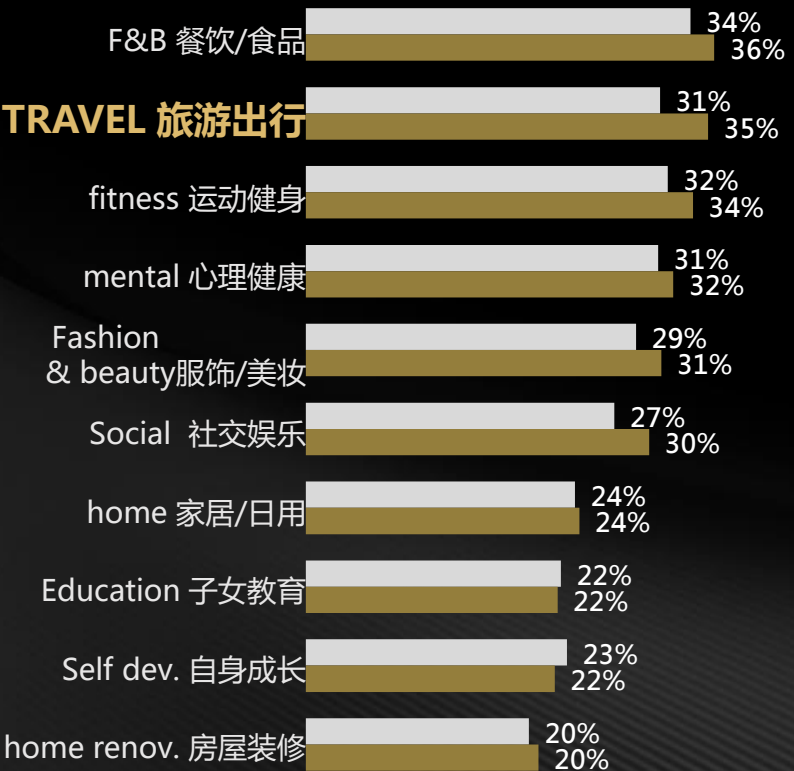
Most popular outdoor/social topic on the XHS

Immersive Experience

Xiaohongshu users is willing to share and pay for travel, esp. to unique and photogenic places in the world

Willingness to Pay for XHS User

Y23 XHS user research on spending area



+4%
Comp. Y21

Hiking in Indonesia



Scuba Diving



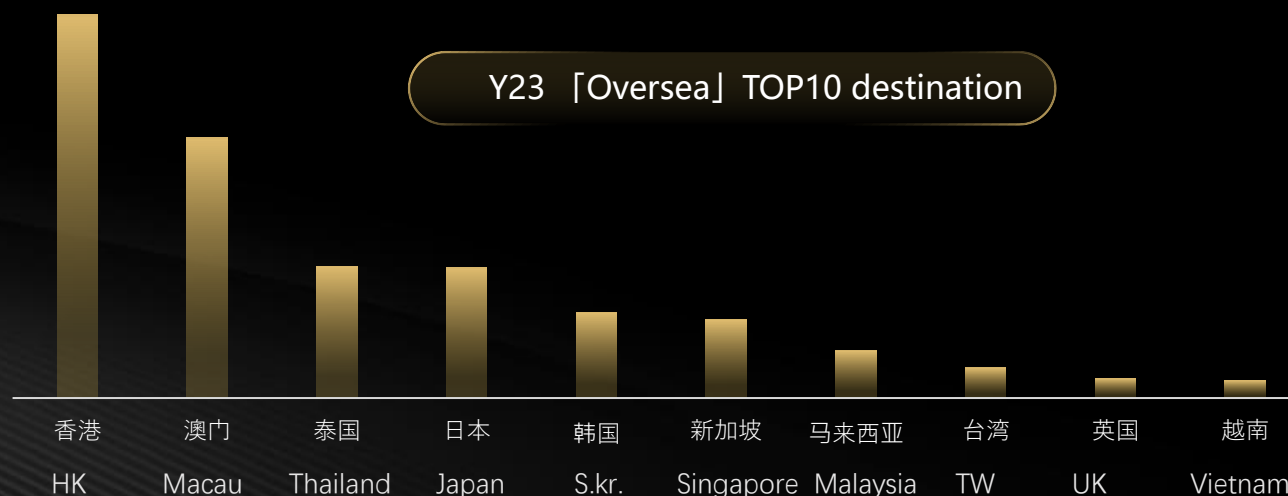
Skiing Trips



Volcano in Iceland



Y23 [Overseas] TOP10 destination



Shopping Oversea

As oversea travel resumed, overall interests of shopping abroad regain its popularity

Check out XiaoHongShu before traveling

82% of travelers will search for guides online

Which platform do you use the most?

Platform	Usage Rank
小红书 (XiaoHongShu)	TOP1
携程 (Ctrip)	2nd
去哪儿 (Qunar)	3rd
美团 (Meituan)	4th
抖音 (Douyin)	5th
爱奇艺 (iQiyi)	6th

数据来源：2023旅游消费内容研究报告，克劳锐

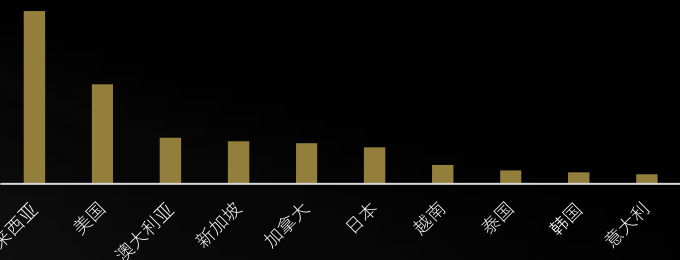
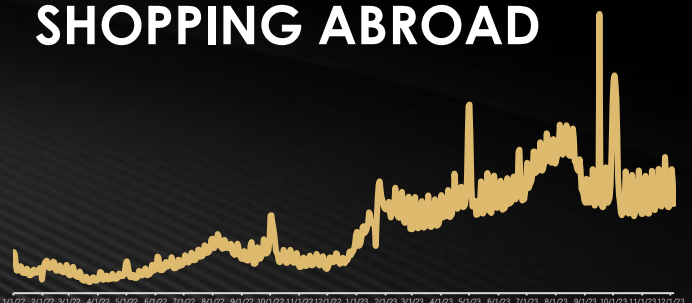


Y23 Search Volume YoY
+239%

SHOPPING ABROAD

Y23 XIAOHONGSHU
600W+

OVERSEAS USERS



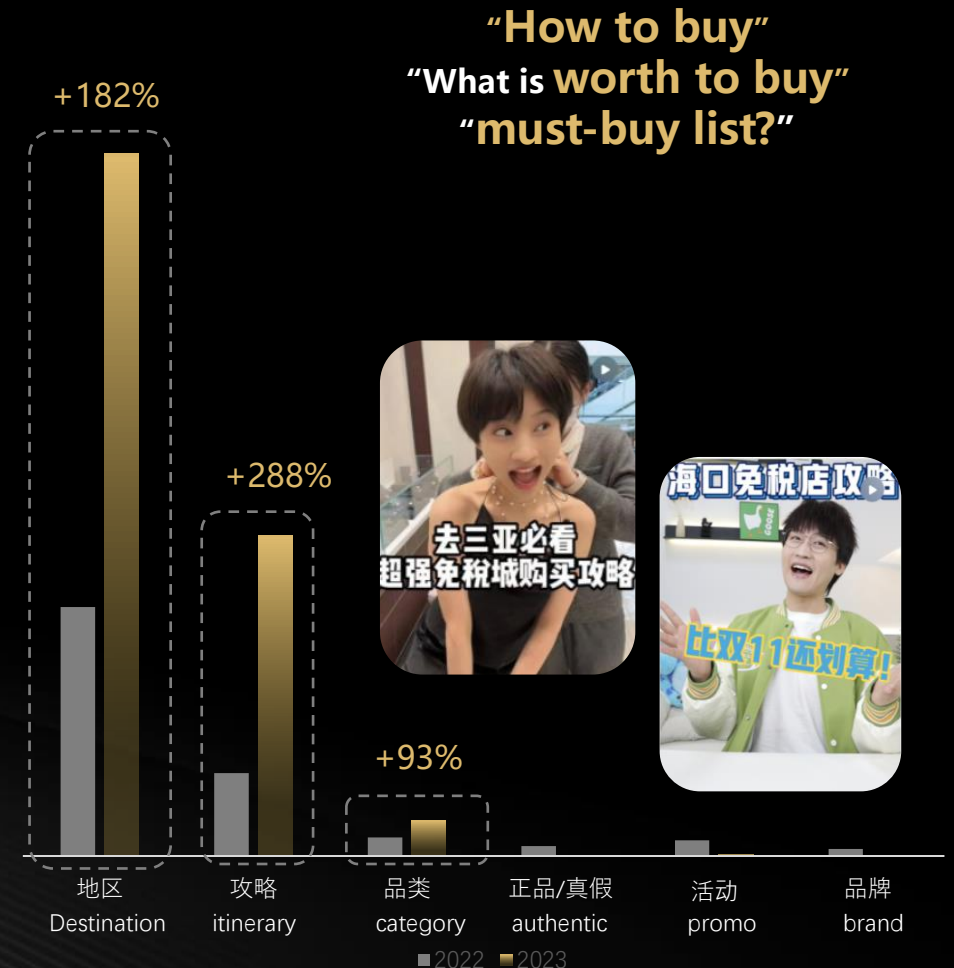
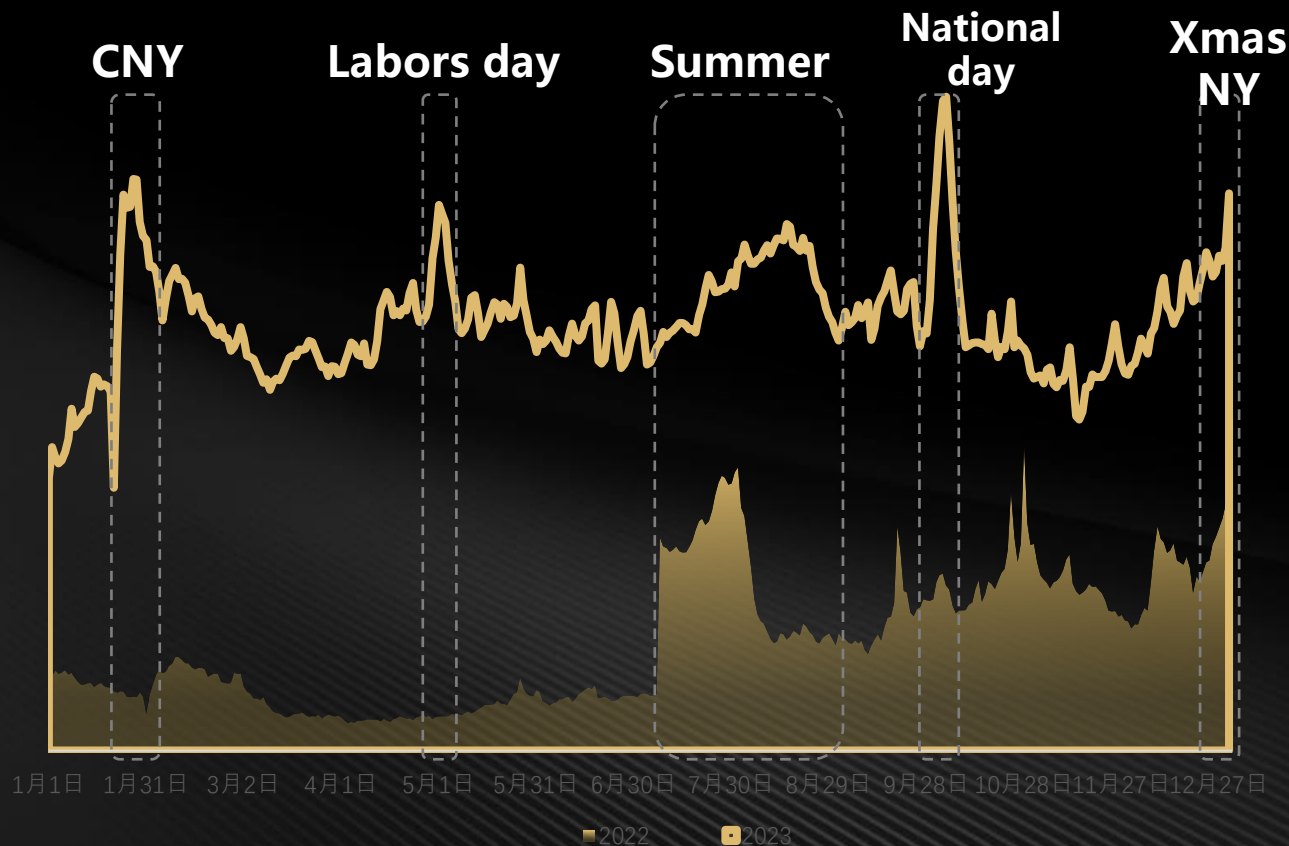
DUTYFREE Sophistication

Duty-free shopping on the rise, users seek for information on shopping guide, how to buy, and must-buy list

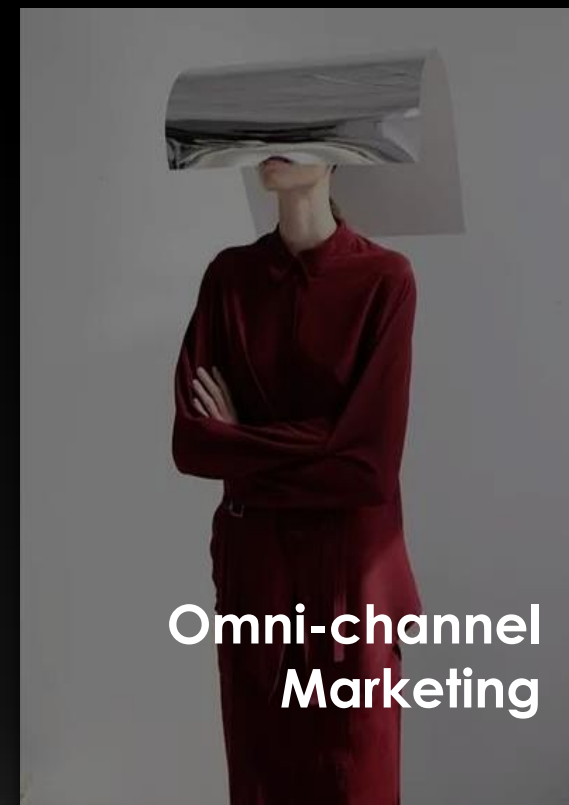
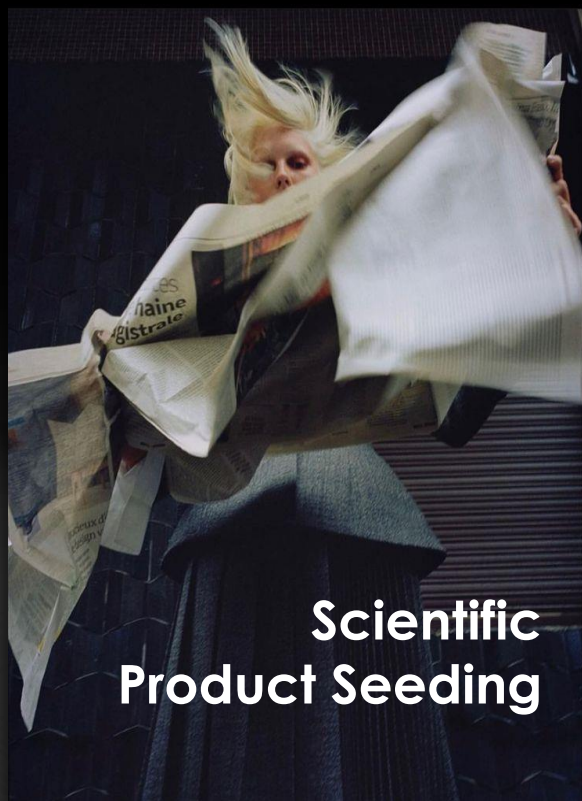
Y22vsY23 【DUTYFREE】 search vol.

Y23 [DUTYFREE] TOP 5 Topics

Y23 vs Y22 Aver. Daily Search **+295%**



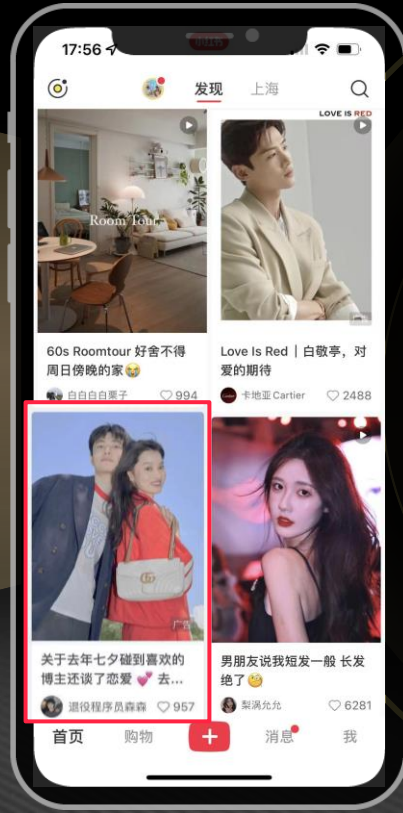
2024 New Prospects: Embrace the future of duty-free marketing with Xiaohongshu



- Scientific Product Seeding -

Refined linkage of "Feeds & Search" to achieve efficient product seeding

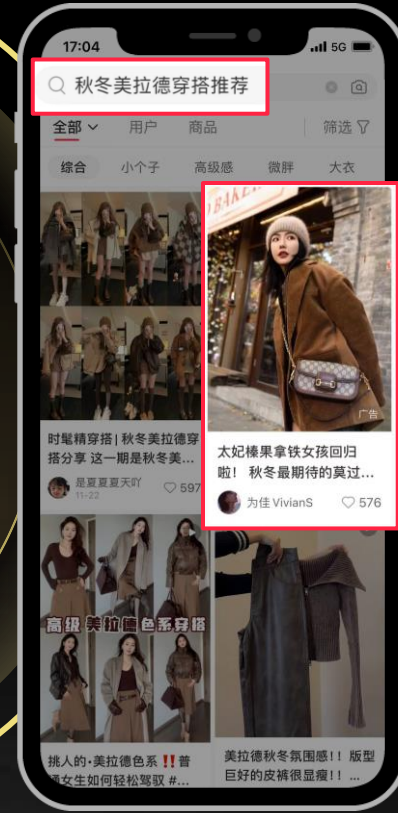
Feeds



Precise Reach

Accurate TA targeting to activate demand

Search



Active Attract

Satisfy user demand to influence decision-making



Targeting 5 major demographic groups on Xiaohongshu for duty-free shopping

Brand TA



Brand Connoisseur

Brand historical interacted TA

Category TA



Duty-free Bargain hunter

Duty-Free interest groups

Hainan Focus



island Traveler

Hainan Travelers Hainan interest TA

Intl Travel TA



World Explorer

Intl Travelers, Intl destination interest TA

Oversea TA



Oversea localite

Oversea Local Users Luxury/Beauty Interest TA

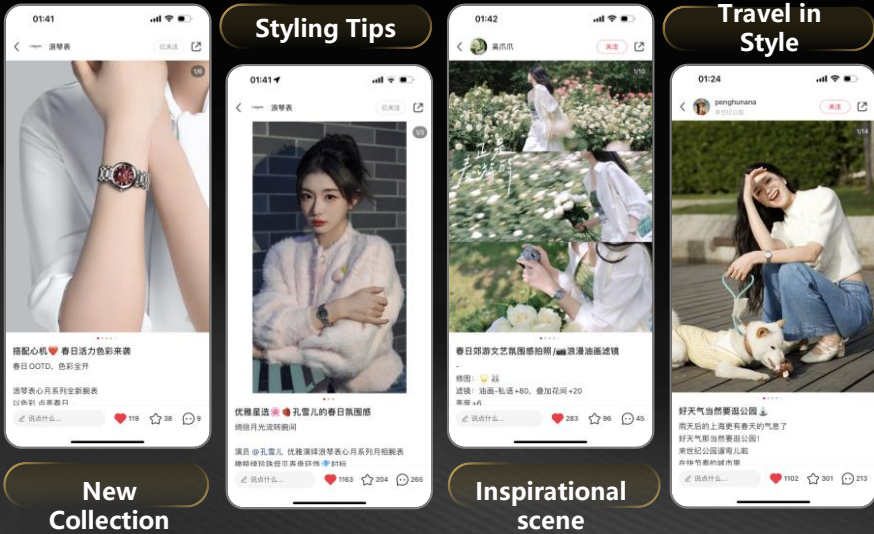
- Scientific Product Seeding -

Penetrating the spring travel scene, leveraging search and feeds to reach the precise audience, leading to a surge in popularity for luxury watches

Diversified content, igniting excitement for spring travel

Integrated search and feeds, accurately identifying TA

Successfully penetrate in target products & scenarios



Fashion

Category

Brand

Feeds

Travel interest TA
Lifestyle TA
Fashion TA

Category TA

Brand Fans
Brand interest
Retargeting TA

Search

Scene Keywords
春季穿搭
出行穿搭

Category Keywords
万元女表
大牌女表推荐

Brand Keywords
浪琴女表
浪琴心月



Penetration in Lux. Watch **+25%**

Penetration in Spring Travel **+84%**

Brand Share Of Voice **>90%**

O2O marketing to further enhance user engagement and brand influence

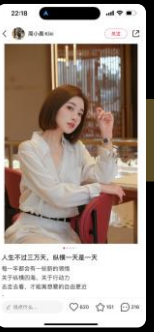
- User -



Consolidate Page
• Accumulate long-term UGC sharing



Splash Ad (open APP)



Feeds



Search

Online

High quality online exposure to attract huge attention

- Brand -



Red Mini-program
• Introduction
• Interaction
• Reservation

Offline

Celebs & KOLs lead the content sharing of offline experience



- O2O Marketing -

Users search, discuss, and participate in major brand offline events on Xiaohongshu

#LV Hello Shanghai (Pop-up exhibition)



Exhibition search +16 Times MoM
New Post +35 Times MoM

Total Engagement 61 million



#L'OCCITANE 线下咖啡店快闪

#Burberry "Citywalk" for pet lovers



Total Engagement 450k+

KOS plays a key role in brand omni-channel marketing

Booming KOS ecology

2 million+

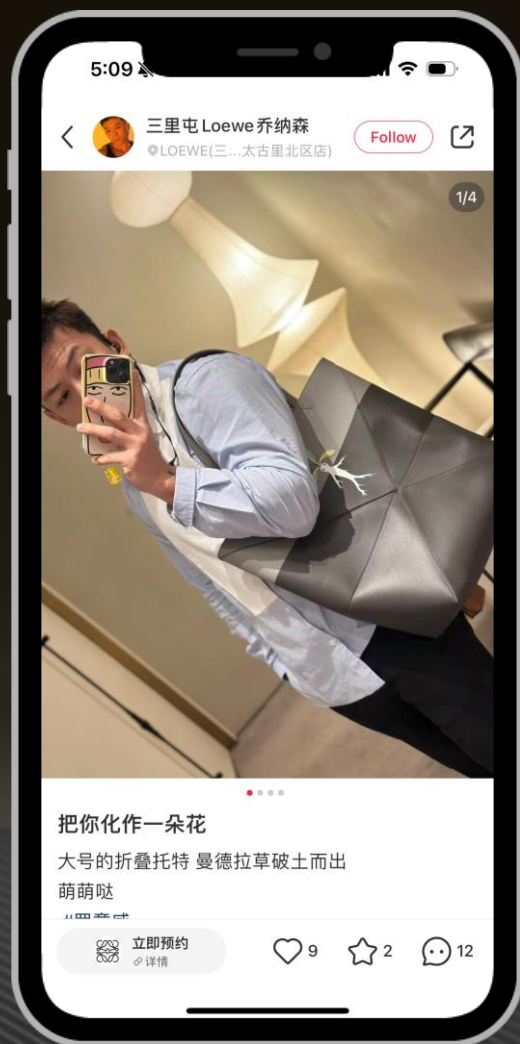
Number of posts from SA

100k+

Number of SA accounts

6 times

YOY Search growth of SA related keywords



KEY OPINION SA

KOS's roles in brand communication

01

Enrich brand image as **mini-ambassadors**

02

Deliver the brand message **locally and flexibly**

03

Connect **online with offline**

- Omni-channel Marketing -

KOS marketing provides one-stop service from seeding to conversion

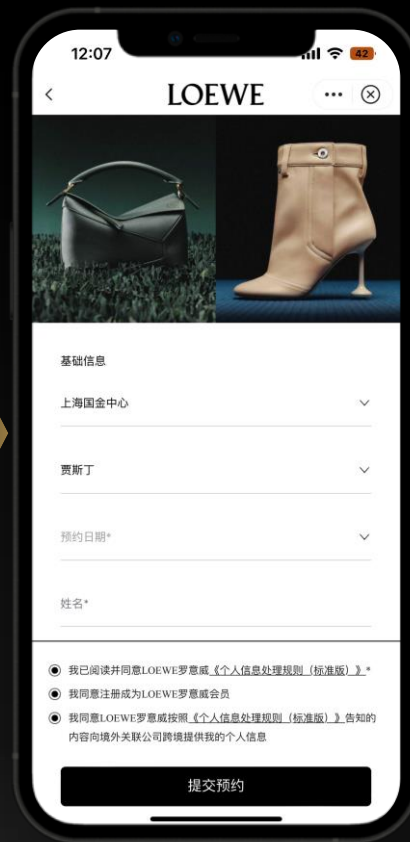
Attract high-end consumers to offline VIP service



Drive business growth for offline boutique



KOS seeding + Red Mini-program reservation to recruit new consumers for brand CRM



小红书

THANK YOU!

KEEP IN TOUCH WITH US

SENDIE@XIAOHONGSHU.COM

SCAN WECHAT 🖱️

