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內地電商新生態 微信小程序插件活躍用戶達2.8億 WeChat's Mini-Program Hit 280 Million Daily Active Users

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資料來源：Jing Daily

微信於2017年1月推出「小程序」功能，是一種不需要下載安裝即可使用的應用，用戶掃一掃或者搜一下即可打開應用。小程序除了提供生活服務、小遊戲等功能，「禮物說」等電商的發展更重塑消費場景，在會員營銷、社交創新等方面滲透，輔助智慧零售，徹底改變了內地消費者的消費習慣。

除了中國品牌，不少國際奢侈品牌如 Longchamp、Gucci、Michael Kors及 Fendi等，為打入中國市場，紛紛從微信小程序入手，在一般的銷售平台上加入社交模式，開設自己的小程序。

截至2018年6月，微信小程序C端用戶達到2.8億，另外小程序數量達到100萬，相對於今年1月公佈的58萬小程序，增幅接近翻倍。

Since their launch in January 2017, WeChat's mini-programs have enjoyed explosive growth. Luxury brands are able to create their own smaller "apps within the app", enabling prospective consumers to peruse and purchase without leaving the main WeChat application.

For luxury brands selling to China, mini-programs offer the potential to monetize on WeChat. Since the middle of last year, a slew of brands including Longchamp, Gucci, Michael Kors and Fendi has released mini-programs, testing out the potential of the new sales channel.

As of June 2018, the number of daily active users on WeChat's mini-program has reached 280 million, according to Yecao New Consumption, citing a new report released by mini-program research agency ALD. 53 percent of these users are female and 68 percent of them have a bachelor's degree or above. Over 80 percent of users open a mini-program at least three times a day, and more than half of them spend over 10 minutes on it.