# Article information:

新媒体运营必看!抖音大盘趋势解析。打造爆款|商家选品指南，数 - 抖音  
<https://www.douyin.com/note/7125337891563195679>

# Article summary:

1. Douyin e-commerce sales trend: Sales of various categories fell during the Spring Festival but began to rise rapidly in March, with key categories in third-tier cities showing a 17.68% increase.

2. Live streaming advertising trends: Live streaming has seen a growth rate of 2.63%, with 46% of live streaming material in Douyin e-commerce being in the 11-20s age group.

3. Key categories for Douyin e-commerce: Catering and food brands have the highest penetration, accounting for more than 20% and contributing more than half of the sales categories, while clothing and shoes have the lowest brand penetration and sales.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

由于该文章的语言表述不够清晰，难以理解其所要传达的信息。同时，文章中使用了大量的数字和数据，但没有提供这些数据的来源和可靠性评估，使得读者难以判断这些数据是否真实可信。此外，文章也存在一些片面报道和缺失考虑点的问题。

例如，在分析抖音用户年龄分布时，文章只给出了各年龄段用户所占比例，并未提及各年龄段用户数量或销售额等具体数据。此外，在分析抖音品类销售趋势时，文章只给出了部分品类的销售情况，并未对其他品类进行深入探讨。

另外，文章中也存在一些偏袒和宣传内容的问题。例如，在分析抖音直播广告效果时，文章强调了短视频广告的曝光效果更好，但并未提供相关证据支持这一观点。此外，在分析抖音品类销售趋势时，文章也没有平等地呈现各个品类之间的差异和风险。

综上所述，该文章存在一定程度上的偏见和不足之处，并需要更加客观、全面地呈现相关信息。

# Topics for further research:

* 抖音用户数量和销售额数据来源和可靠性评估
* 抖音用户年龄分布的具体数据和销售情况
* 抖音品类销售趋势的其他品类分析和深入探讨
* 抖音直播广告效果的相关证据支持
* 抖音品类销售趋势的平等呈现各个品类之间的差异和风险
* 文章的客观性和全面性问题

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