

《报告显示：“分享”成中国90后新消费方式》

导读:虽然大多数90后是独生子女，但在闲鱼分享经济平台上，90后明显显示了爱扎堆、更爱高频互动的特质，分享经济成了90后新消费方式。



The sharing economy is increasingly penetrating China's post-90s generation, according to a report jointly released by CBNDData and Alibaba's online flea market Xianyu on Wednesday.

????????(CBNDData)????????????“?”????29????????????????????????“90?”?

The post-90s take up a 52.37-percent share of the total number of Xianyu's users, and conduct 20 percent more interactions on the platform than the average level. In particular, the post-95s register 13.14 interactions daily, compared to 12.77 for the post-90s and 11.96 for the post-1980s.

????“90?”“?”“?”????52.37%????????????20%“95?”????????????13.14“90?”“80?”????12.77??
11.96??

The post-90s spend an average of 53 minutes communicating with the owner of their desired product and making purchases, and the number of interactions can reach as many as 15. Both numbers are the highest among all age groups.

“90?”????????53????????15????????“?”????????????

Data show that each post-90s user posted an average of 17 items from March 2016 to March 2017, or 1.4 a month, on Xianyu.

2016年3月至2017年3月，每个90后用户平均发布了17件商品，或每月1.4件。

Trading of niche brands on Xianyu saw a significant rise in the past year, with earphones and perfumes being the new favorites of the post-90s.

过去一年，小众品牌在闲鱼上的交易显著增加，耳机和香水成为90后的新宠。

They also share novel services on Xianyu, including skill exchanges, "lovers' prattle," wake-up services and tarot reading.

他们还在闲鱼上分享新奇服务，包括技能交换、“情侣絮语”、叫醒服务和塔罗牌占卜。

In addition, unconventional items such as college entrance exam champion's notes and manuscripts are auctioned off by them. According to the report, four of the original paintings for the movie Kung Fu Panda 3 received 59 bids and fetched 7,179 yuan (\$1,041).

此外，一些不寻常的物品，如高考状元笔记和手稿，也在闲鱼上拍卖。根据报告，四幅《功夫熊猫3》的原画收到了59个竞标，共售出7,179元（1,041美元）。