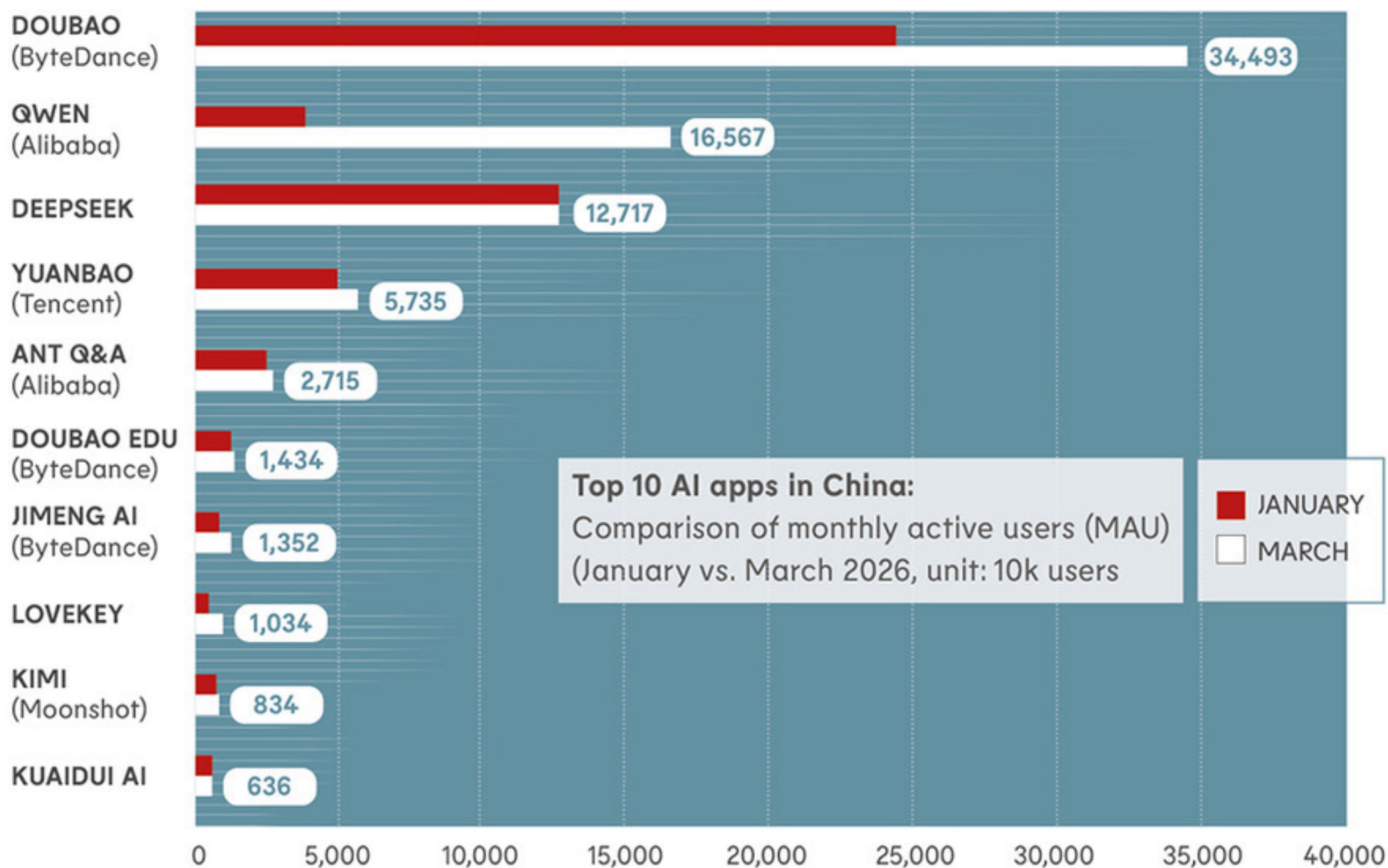


China's AI app market: A few leaders, a fast-moving race



Weekly Facts & Figures.

- **Doubao is the clear market leader by scale:** In March 2026 its MAU is roughly twice that of the second-largest AI app in China.
- **Qwen is growing the fastest:** Between January and March 2026 it recorded the strongest MAU growth, showing market positions can still shift quickly.
- **Compute usage (and therefore costs) has exploded:** Daily token consumption rose to over 100 trillion tokens in less than two years, pushing leaders like Doubao toward subscription pricing tiers.

**What
This
Means.**

"The market leader is clear, but competition is still evolving quickly, and cost will become increasingly important."



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Start the conversation.



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