

Marketing to Families - China - August 2014

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"Dads are getting more involved in household duties such as grocery shopping, cooking, and taking care of children. It is vital for companies and brands to understand that the traditional parental roles and priorities no longer exist nowadays to modern parents in their 20s and 30s."

– Lui Meng Chow, Research Analyst

This report looks at the following areas:

- 'Look here, Modern dads!'
- Marketing child-friendly household care products to families with babies or toddlers
- Helping parents to foster good eating habits among children
- Family togetherness and parent-child bonding moment

Dads may still be the breadwinner in some families, however they are generally spending more time with their family and their care of their families is no less than that of mums.

It is also important for companies to examine the influence that kids have on family purchases (eg safety, education, health), the emotional bonding between the kids and the parents, and what they can do to optimize marketing and product development efforts.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Parenting style - committed parents, sometimes stressed

"I need more time for my family."

Disciplinary in buying things for children

Marketing opportunities

Family pleaser

Demographic traits

Parenting style - enjoy parenting and time with kids

"My own needs are important as well."

Like to do shopping with children

Marketing opportunities

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Permissive

Demographic traits

Parenting style - more relaxed approach in parenting

Parenting information is important to them

Attracted by children-friendly products and leisure places

Marketing opportunity

Relaxed

Demographic traits

Parenting style – more independent

More receptive to information other than their family members

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Marketing opportunities

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