

## Marketing to Singles - China - June 2015

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“The era is characterized by single people prioritizing the freedom of pursuing personal interests and career achievements before getting married. Although a happy romantic relationship is still desired, they have become happier staying single rather than rushing to find an un-ideal partner, and have developed a sense of pride for themselves being independent.”

– Laurel Gu, Senior Research Analyst

### This report looks at the following areas:

- Are single people happy or not?
- Are singles eager to find a partner?
- The “stressed single males” present marketing opportunities
- Decoding the “independent single females”

The report demystifies the single consumers from the following:

- How do the single consumers differ from non-singles in their everyday dining habits and leisure preferences?
- Are today's single people feeling happy about their life or not? Where is the source of their happiness and what are their key concerns? What are their aspirations in life?
- What are single people's attitudes towards romance and marriage? How can brands capitalise upon their eagerness to find an ideal partner?

### Definition

When the report talks about “singles” in terms of the research, it is focusing on a specific group that is representative of those consumers aged 20-39, who are not married (including those who are divorced) and are not in a relationship, and are living in tier one to tier three cities.

“High earners” in this report are defined as those who have monthly personal income over RMB 8,000.

“Mid-level monthly personal income” refers to RMB 5,000-7,999.

“Low earners” are defined as those with monthly personal income below RMB 5,000.

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