

## Marketing Pollution-proof Products - China - August 2015

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“In February 2015, Under the Dome, a documentary that investigated air pollution in China, became a smash hit in China. It attracted hundreds of millions of viewers in a very short time after it went live online. The popularity of the documentary could be regarded as a demonstration of the high awareness and concern about pollution among Chinese consumers.”

– Linda Li, Senior Research Analyst

This report looks at the following areas:

- What kind of pollution are consumers most concerned about?
- What are the consumers' attitudes towards pollution-proof products? Do they consider them as useful in fighting against the effects of pollution?
- Are consumers interested in buying pollution-proof products? Who are likely to be the pioneers that would buy pollution-proof products?
- What are the consideration factors when consumers choose pollution-proof products?
- What kind of marketing strategies should brands and marketers take when promoting pollution-proof products?

Chinese consumers are more willing to take measures to protect themselves against pollution. This suggests great potential for pollution-proof products, especially purifiers and personal care products with anti-pollution benefits.

However, the markets of pollution-proof products are still in the early stages and manufacturers and marketers should take more efforts in promoting their products, such as demonstrating the usefulness of the products, providing more guidance in choosing products, and proving their products as value-for-money solutions.

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