

Marketing to Mintropolitans - China - June 2016

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“There are lucrative opportunities for market players – manufacturers, retailers and service operators – to cater to Chinese consumers’ growing desire for expressing their individualism, collecting new and exciting experiences and creating balance and wellbeing in life.”
– Laurel Gu, Research Manager

This report looks at the following areas:

- Innovative solutions to help Mintropolitans further improve quality of life
- Brand personality matters
- Going for subscriptions
- Targeting young Mintropolitans

Ever-increasing disposable income and strong optimism about future changes is encouraging Chinese consumers to spend more in almost every sector of life – from everyday staples to discretionary items and activities.

In order to predict future consumer trends, Mintel identified a group of consumers called ‘Mintropolitans’ who not only have high spending potential but are also more sophisticated in terms of knowledge and experience (see Meet the Mintropolitans for a detailed definition). There is clear evidence that Mintropolitans are striving for a higher quality of living, reflected in their growing pursuit of new and exciting experiences, products that are of better quality and brands that reflect their individuality, and essentially, a healthy and balanced lifestyle.

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DID YOU KNOW?

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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Figure 8: Demographic profile of Mintropolitans vs Non-Mintropolitans, March 2016

What Makes Mintropolitans Different?

- Quick-evolving lifestyles
- Individualism
- Personalisation against one-size-fits-all
- Specialisation against all-in-one
- Value-added services
- Ethical consumers
- Experience
- Sophisticated leisure needs
- Earlier adopters of new technologies
- Convenience is key
- Fancy for things abroad
- Balance
- Rest and play
- Healthy and tasty
- Safety and efficacy
- Tracking and improving

Food and Drink Targeting Mintropolitans

- Health comes first
- Safety needs: Organic and fresh
- Nutrition needs: Protein, probiotics, vegetables and fruits
- Functional needs: Improve sleep quality, memory, skin condition, digestion, reduce fatigue and protect against heart problems
- Finding the "best match"
- Food pairing
- Seasonal ingredients
- Special occasions
- Co-branding
- Eat to feel good
- Indulgent taste
- Deluxe packaging
- Craftsmanship
- Curiosity for exotic flavours

Personal Care Products Targeting Mintropolitans

- Well-being ingredients
- Natural nourishments
- Aromatic therapy
- Specialised care

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Unconventional ways
Beauty devices
Beauty supplements
Beauty services
Good looks matter

The Consumer – What You Need to Know

Mintropolitans pay more attention to macro-economic indicators
Young Mintropolitans are the most optimistic spenders
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Privileged services help airlines win loyal users

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