

Marketing to Teens - China - September 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Chinese teenagers are more digitally savvy than older generations. This makes them feel globally connected and gives them easier access to information and knowledge, but also exposes them to many distractions from school work and places them under a high level of competitive pressure.”

– Alina Ma, Senior Research Analyst

This report looks at the following areas:

- The balance between teen-liked and parent-approved
- No longer happy with traditional ways of studying
- On their way to independence but not there yet
- New minds are diverse: becoming bold vs sticking to the comfort zone
- Rise of the girl economy

Chinese teenagers have limited purchasing power, especially those aged 13-15, and therefore rely heavily on parents when it comes to purchasing products. Parents and teenagers have different purchasing values and priorities, ie health benefits vs sensorial excitement.

Study is still teenagers' top priority so incorporating interactive, entertaining and relaxing elements into products can appeal to them. The majority have hobbies outside school, some of which are niche activities. 'Fun' is most desired and it is crucial for brands to convey this through products and communications.

Compared to older cohorts, Chinese teenagers are more globally connected and confident. Most are well protected by their parents and are less worried about the future, but they are mentally immature and incapable of managing stress or solving problems in life. As a result, not all of them want to be independent and some prefer following in their parents' footsteps.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Marketing to Teens - China - September 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
 Covered in this report
 Definition of category users

Executive Summary

Teenagers' beverage and snacking preferences
 Beverage choice down to either parents or teenagers themselves
 Figure 1: Drinking frequency of packaged drinks, June 2016

Teenagers' preferred product sensorials: chilled, milky and sweet
 Figure 2: Preferred beverage tastes, June 2016

Good opportunities for snacks in hunger-filling occasions
 Figure 3: Preferred snacks across different occasions, June 2016

Packaging plays a big role in purchase
 Figure 4: Preferred packaging features of snacks and beverages, June 2016

Teenagers' leisure preferences
 Teenagers spending more on hobbies, playing online and relaxing
 Figure 5: Favourite leisure activities presented by classification, June 2016

Teenagers' attitudes and pursuits
 New minds fitting in the traditional world
 Figure 6: Agreement (including strongly agree and somewhat agree) on different statements about attitudes towards life, June 2016

Three types of teenagers
 What we think

Issues and Insights

The balance between teen-liked and parent-approved
 The facts
 The implications

No longer happy with traditional ways of studying
 The facts
 The implications

On their way to independence but not there yet
 The facts
 The implications

New minds are diverse: becoming bold vs sticking to the comfort zone
 The facts
 The implications

Rise of the girl economy
 The facts

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
 EMAIL: reports@mintel.com

Marketing to Teens - China - September 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications

Teenagers overview

Demographic overview

Two in five teenagers are not the only child

Figure 7: Percentage of teenagers who are only child or not, by city, June 2016

Teenagers have more disposable allowance

Figure 8: teenagers' allowance per week, by life stage, July 2016

Figure 9: teenagers' allowance per week, 2015-16

Trends in Teenagers' Lifestyles

Growing up in a 'supernanny' state

Becoming 'unchained' consumers after entering college

The Consumer – What you need to know

Beverage Consumption Frequency

Beverage choice: made by teens or their parents?

Figure 10: Drinking frequency of packaged drinks, June 2016

Bottled water: mass or premium?

Advanced functions can lead yogurt to replacing milk

Plant protein drinks are yet to become popular among teenagers

Figure 11: Product examples of premium plant protein drinks, China, 2016

Beverage Taste Preferences

Ideal drinks: chilled, milky and sweet

Figure 12: Preferred beverage tastes, June 2016

Light flavour is less popular among teenagers

Different flavour preferences across ages, genders and allowances

CSD are loved due to sweet, chilled and fizzy sensorials

Figure 13: Preference for selected beverage tastes (comparison against average), by different types of CSD consumers, June 2016

Fruit bits can elevate PPD's image and taste

Figure 14: Preference for selected beverage tastes (comparison against average), by different types of PPD consumers, June 2016

Figure 15: Examples of products with self-heating packaging

Snacking Preference

Snack foods consumption: for hunger filling or indulgence?

Figure 16: Preferred snacks across different occasions, June 2016

Snack bars as energy booster have strong growth opportunities in hunger-filling occasion

Big love for chocolate

Figure 17: Product examples of chocolate with oat or fruits, Global, 2016

Making instant noodles as a real meal

Figure 18: Product examples of instant noodles with real ingredients, Global, 2016

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Teens - China - September 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Attractive Packaging Features

Packaging playing a big role in purchase

Figure 19: Preferred packaging features of snacks and beverages, June 2016

Unique shape can win teenagers' hearts

Attractive on-pack features: liveliness, fun and novelty

Figure 20: Product examples of cute cartoon characters on packaging, China, 2016

Game and animation characters for boys, celebrities for girls

Figure 21: Preferred packaging features of snacks and beverages, by gender, June 2016

Packaging preferences differ across cities

Favourite Leisure Activities

A passion for niche activities

Figure 22: Favourite leisure activities in word cloud, June 2016

Playing online, a key leisure activity in teenagers' life

Figure 23: Favourite leisure activities presented by classification, June 2016

Seeking relaxation

Desiring opportunities to travel

Traditional leisure venues are not appealing enough

Reaching different teenage groups through different channels

Psychographic Overview

Overall, confident in themselves

Figure 24: Agreement (including strongly agree and somewhat agree) on selected attitudinal statements about self-confidence, by age, June 2016

Personal development vs material fulfilment

Figure 25: Agreement (including strongly agree and somewhat agree) on selected statements about self-confidence, by age, June 2016

Desire for maximum amusement

Figure 26: Agreement (including strongly agree and somewhat agree) on selected statements about pressure, by age, June 2016

Not so independent or rebellious

Figure 27: Agreement (including strongly agree and somewhat agree) on selected statements about self-identity, by age, June 2016

Less worried about the future

Figure 28: Agreement (including strongly agree and somewhat agree) on selected statements about future, by age, June 2016

Gender differences still exist

: Figure 29: Agreement (including strongly agree and somewhat agree) on selected statements about social life, by age, June 2016

Consumer Segmentation

Three types of consumers

Figure 30: Consumer segmentation based on their attitude towards life, June 2016

Self-motivated achievers (大赢家): seeking peer attention and expressing individuality

Figure 31: Consumer attitude towards self-confidence, by consumer segment, July 2016

Figure 32: Consumer attitude towards social life, by consumer segment, July 2016

Figure 33: Consumer attitude towards self-identity, by consumer segment, July 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Teens - China - September 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Tuned inward (活在自己世界的人): making random friends is not as exciting as becoming a talent

Worried but connected (焦虑的社交人): looking for more interaction in their sedentary lives

Figure 34: Consumer attitude towards future, by consumer segment, July 2016

Appendix: Methodology and Abbreviations

Methodology

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com