

Marketing to Mintropolitans - China - June 2017

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“Despite their strong self-confidence and positive attitude towards future, Mintropolitans are more emotionally stressed than the rest of consumers. They acknowledge the importance of purchasing ethical brands, but the underlying reason is less of an altruistic act but more about self-protection from increasing pollutions.”

– **Alina Ma, Senior Research Analyst**

This report looks at the following areas:

- Time for promoting “no waste”
- The notion of transparency needs to kick in
- Desire to enhance personal productivity
- The growing power and potential of Chinese brands

Mintropolitans have stronger spending power and a greater willingness to upgrade their lives. This is reflected in their stronger desire for trying new and exciting experiences. Moreover, since Mintropolitans are more likely to be trendsetters representing how the future Chinese consumers would think and behave and their demand for material possessions are different from that of other consumers (ie Non-Mintropolitans), it is of great importance for brands to explore Mintropolitans’ purchase mindsets, preferences and behaviours.

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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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Disclosing more information online than ever
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Holidays Targeting Mintropolitans

- Travel more and travel further
- Not willing to sacrifice travelling experience because of their passion for discover of local "tastes"
- Shopping is an important component in travelling
- Travel information not only relies on word-of-mouth

The Consumer – What You Need to Know

- Mintropolitans have more life issues to sort out
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