

Marketing to Teens - China - November 2017

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“Although academic achievement is the top priority, the growing level of entrepreneurship enables teens to feel less stressed about their grades. They (and their parents) are less keen to follow the traditional route from school to a job for life before retiring. New opportunities lie in financial services, technology products and use of music in marketing.”

– Alina Ma, Senior Research Analyst

This report looks at the following areas:

- Opportunity in helping youngsters manage their own finances
- The rising power of music
- The changing image of women in advertising
- How to connect with junior high schoolers?

Compared to university/college students, teens have a significantly lower amount of pocket money. Their parents' opinions on apparel, footwear, hair and body wash as well as skincare products play an important role in teens' purchase decisions. In terms of leisure-related choices, friends have a limited influence while teens' own opinions matter the most. As society becomes more prim, academic achievement is now less vital than before and Mintel identifies the rising popularity of online gaming, animation and Chinese TV series among surveyed teens.

This is the fifth annual Report regarding Chinese teens, which started in 2013. This Report series covers topics such as teens' life priority, attitudes towards life, leisure and entertainment choices, purchase habits and preferences towards products, services and brands and identifies popular as well as emerging lifestyle trends.

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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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