

Wedding Trends - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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



“Although China is getting more tolerant of different ways of living, this is still a collectivistic society – valuing family cohesion and conformity. This means dating, wedding planning and marriage counselling businesses will not become sunset industries. In fact, young couples are more likely to share wedding-related tasks with each other (and not with their parents).”

– **Alina Ma, Associate Director**

This report looks at the following areas:

- **New business opportunities in gifts for wedding guests**
- **How to create buzz for wedding travel products?**
- **How to persuade people to buy wedding-related products and services?**

With the continuously falling marriage rate, China seems to be experiencing an issue with marriage, perhaps because more people have come to doubt marriage and their future partner as the majority of them tend to get married in the first three years of knowing each other. This in fact offers a good opportunity for matchmaking companies, insurance companies or law firms to tap into. Although people do like to stay single for longer period of time, they are largely influenced by traditional family values. When they get married, a wedding ceremony is usually a must-have and the bride and groom, instead of their parents, tend to be the main decision-makers for various wedding products.

**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

Wedding Trends - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

Executive Summary

The consumer

How important is local culture to people's beliefs of marriage?

Figure 1: Reasons for getting married, December 2017

Is having a wedding ceremony still in?

Figure 2: Reasons for not having a wedding ceremony, December 2017

How active are young couples in being involved in wedding tasks?

Figure 3: Purchase decision-makers across wedding-related categories, December 2017

Will travelling substitute a wedding ceremony?

Figure 4: Preferences towards wedding venues, December 2017

What is an ideal gift for wedding guests like?

Figure 5: Ideal product price of a gift for wedding guests, December 2017

Figure 6: Ideal packaging type of a gift for wedding guests, December 2017

Figure 7: Ideal product type of a gift for wedding guests, December 2017

Is the wedding ring supposed to be the one and only?

Figure 8: Preferences towards wedding rings, December 2017

Does the emerging trend of shopping online apply to wedding products?

Figure 9: Important information channels for wedding jewellery, gifts for wedding guests, and alcoholic drinks for a wedding ceremony, December 2017

What we think

Issues and Insights

New business opportunities in gifts for wedding guests

The facts

The implications

Figure 10: Examples of Godiva's wedding products, China

Figure 11: Examples of Quality Street, China

Figure 12: Examples of Sugar & Spice's wedding candy products, Taiwan

Figure 13: Examples of Adoodoo's wedding products, China

Figure 14: Examples of Hsu Fu Chi's wedding products, China

Figure 15: Examples of playful wedding candy products, China

Figure 16: Customisation page of Candy Master, Australia

Figure 17: Customisation page of Candy Lab, China

Figure 18: Examples of Candy Lab's wedding candy products, China

How to create buzz for wedding travel products?

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

Wedding Trends - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

The implications

Figure 19: Wedding campaign by Cathay Pacific, Hong Kong, 2017

Figure 20: Examples of Airbnb's ring, Australia, 2017

How to persuade people to buy wedding-related products and services?

The facts

The implications

Figure 21: 'Be your own bride' campaign, US, 2017

The Consumer – What You Need to Know

Common myths surrounding marriage actually appear to be true

Strong intention to plan their own weddings

Relying more on offline channels

Marriage Stereotypes

The golden year of marriage is 25-29

Figure 22: Marriage rate and divorce rate in China, 2009-16

Figure 23: Respondents' marital status, by age, December 2017

Figure 24: Marital status among people aged 15 and above in China, 2015 vs 2016

'The three-year pain' is real due to traditional culture

Figure 25: Years of knowing each other before making a decision to get married, December 2017

Who are more into marriage, the younger or the older?

Figure 26: Respondents' marital status and gender, by age, December 2017

Figure 27: Respondents' marital status and age, by years of knowing each other before making a decision to get married, December 2017

Motivations to Get Married

Which is more influential in triggering a marriage, cultural beliefs or love?

Figure 28: Reasons for getting married, December 2017

Role of demographics in triggering a marriage

Figure 29: Selected reasons for getting married, by gender, December 2017

Figure 30: Selected reasons for getting married, by age, December 2017

Figure 31: Selected reasons for getting married, by personal income, December 2017

Figure 32: Selected reasons for getting married, by company type, December 2017

Wedding Ceremony Choice

Wedding ceremony is the mainstream choice

Figure 33: Marriage status, by desire for a wedding ceremony, by December 2017

Is money the biggest barrier to a wedding ceremony?

Figure 34: Reasons for not having a wedding ceremony, December 2017

Purchase Decision-maker

Today's couples tend to be quite hands-on with their wedding

Figure 35: Purchase decision-maker across wedding-related categories, December 2017

Who holds purchasing power?

**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

Wedding Trends - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

Figure 36: Purchase decision-makers across wedding-related categories, by gender, December 2017

Popular Wedding Venues

Combination of indoor and outdoor elements

Figure 37: Preferences towards wedding venues, December 2017

Figure 38: Preferences towards selected outdoor wedding venues, by purchase decision-maker, December 2017

Figure 39: Preferences towards selected outdoor wedding venues, by marital status, December 2017

Travel is becoming a standard extension of a wedding

Figure 40: Preferences towards travelling to get married, by marital status, December 2017

Figure 41: Preferences towards travelling to get married, by purchase decision-maker, December 2017

Future trends for indoor wedding venues

Figure 42: Preferences towards indoor wedding venues, by purchase decision-maker, December 2017

Figure 43: Preferences towards indoor wedding venues, by marital status, December 2017

Role of demographics in choice of wedding venues

Figure 44: Preferences towards wedding venues, by age, December 2017

Ideal Gift for Wedding Guests

The most "reasonable" price range has increased to RMB 20-29

Figure 45: Ideal product price of gifts for wedding guests, December 2017

Figure 46: Ideal product price of gifts for wedding guests, by purchase decision-maker, December 2017

Figure 47: Ideal product price of gifts for wedding guests, by material status, December 2017

Simple, Chinese design is popular, but may change soon

Figure 48: Ideal level of tradition of gifts for wedding guests, December 2017

Figure 49: Ideal level of tradition of gifts for wedding guests, by design style, December 2017

Figure 50: Ideal design style of gifts for wedding guests, by purchase decision-maker, December 2017

High diversification of packaging preferences is likely to continue

Figure 51: Ideal packaging type of gifts for wedding guests, December 2017

Figure 52: Ideal packaging type of gifts for wedding guests, by purchase decision-maker, December 2017

Figure 53: Ideal packaging type of gifts for wedding guests, by marital status, December 2017

Figure 54: Ideal packaging type of gifts for wedding guests, by unit price, December 2017

Food is the top gift choice, but not the only one

Figure 55: Ideal product type of gifts for wedding guests, December 2017

Future product trends in gifts for wedding guests

Figure 56: Ideal product type of gifts for wedding guests, by purchase decision-maker, December 2017

Figure 57: Ideal product type of gifts for wedding guests, by marital status, December 2017

Figure 58: Ideal product type of gifts for wedding guests, by age, December 2017

Desired Wedding Ring

Durability needs to last for this marriage

Figure 59: Preferences towards ownership and value of wedding rings, December 2017

Gaining a sense of security from wedding rings

**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

Wedding Trends - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

Figure 60: Preferences towards purchase payment and budget of wedding rings, December 2017

Preferences of brands and product features

Figure 61: Preferences towards products features of wedding rings, December 2017

Key Information Channels

Wedding jewellery: largely influenced by brands, not word of mouth

Figure 62: Important information channels for ring/jewellery, December 2017

Gifts for wedding guests and alcoholic drinks: mostly relying on offline stores

Figure 63: Important information channels for gifts for wedding guests and alcoholic drinks for wedding ceremonies, December 2017

Meet the Mintropolitans

Mintropolitans' desire for marriage same as that of Non-MinT

More decisive, hands-on and experimental regarding wedding decisions

Figure 64: Purchase decision-maker, by consumer classification, December 2017

Figure 65: Purchase decision-maker, by consumer classification, December 2017

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