

## Leisure Time - China - August 2018

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“Consumers nowadays pay attention to personal feelings and try to strike a work-life balance. They place emphasis on sensory and immersive experiences and explore multiple meanings through leisure products and services. Brands should provide opportunities for consumers to express their personalities even publicise their beliefs within brand contexts.”

– **Scarlett Zhao, Associate Research Analyst**

This report looks at the following areas:

- Cater to consumers’ sense of adventure
- Work and play can go hand-in-hand
- Acquire knowledge over slotted time

Generally, consumers keep a good balance between work and leisure and are pleased with their recreational activities. Nonetheless, they do want to explore multiple functions relating to leisure products and services. Brands that advocate ‘lifestyle’ are on trend, driven by consumers’ desire to explore the unknown, uniqueness and humour and to share this on social media.

This Report begins by illustrating consumers’ overall attitudes towards leisure activities from satisfaction level, roles and expenses and then explores where they obtain the inspiration for activities as well as what kind of events are preferred by consumers. Next, we dive into the activities they participate in during holidays and the motivations that drive them to share their personal life online.

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