

## Marketing to Teens - China - November 2018

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“Although today's adolescents are more assertive and individualistic, which is related to democratic family environments, they still share a lot in common. A strong interest is shown in aesthetics and humane knowledge. They do not reject advertising per se, but demand humour and high-quality contents, which can serve as daily social currency to enhance communication.”

– **Scarlett Zhao, Associate Research Analyst**

This report looks at the following areas:

- **Assertive as well as open-minded**
- **Sporty – a badge for teenagers**
- **Emphasis on snack's nutritional or functional benefits**

Adolescents today are willing to express themselves and less trust the 'authority'. They bear greater academic pressure and are also keen to learn. According to data from the International Organisation for Economic Co-operation and Development, in Shanghai, 15-year-old students spend an average of 13.8 hours a week on homework, which is the highest amount of time in the world. Meanwhile, they are passionate about sports and pay attention to whether food is healthy.

This is Mintel's sixth annual Report regarding Chinese teens, which started in 2013. Considering these young people are the consumers of tomorrow, it is important for companies to understand what they think and what matters to them. This Report introduces teens' financial conditions and family structures, elaborates their characteristics and presents what kind of knowledge, skills and advertisements are more likely to attract them. Their snack preferences will also be discussed as well as innovative snacks with potential.

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