

# Marketing to Subcultures – China – May 2019

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Subculture IPs act as symbols of identity for fans, who enjoy being inspired by and consuming a variety of cross-category products
- Increasing popularity of offline events and activities to meet fans' need for peer connection
- Emergence of virtual avatar marketing

With the increasing penetration and availability of the internet and information, some subcultures have become so prominent that they have moved into the mainstream. The resulting fan economy has become an ever larger pie that brands and companies cannot stand to ignore. For example, South Korean K-pop merchandise sales surged to US\$132 million in 2018, according to the latest data from the Korea Creative Content Agency (KCCA). K-pop fans consume not only the music but also related products and entertainment.



“Subculture lovers devote a lot of time to their hobbies. They are willing to share their interests and be more engaged in activities related to their interests. Brands would do well to integrate online and offline resources and increase interaction with consumers in real life. Meanwhile, understanding and authenticity should be showcased through marketing communication.”

– Scarlett Zhao, Associate

Research Analyst  
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### Did you know?

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