

Night Life - China - November 2019

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“The China night life market is a big market with potential to grow, but current supplies are still limited. All walks of night life, including dining, entertaining, shopping, exercise/sports and cultural related, have seen opportunities to grow.”

- Jolin Niu, Category Director

This report looks at the following areas:

- Relaxation or de-stress is most wanted in all walks of life at night
- Bring more novelty to leisure activities

Overall Chinese consumers mostly want to be relaxed or de-stressed but there are more experiential and new excitements at night now. Specifically, Mintel sees winning opportunities in night tourism and cultural activities (arts and performances).

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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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Bring more novelty to leisure activities

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Consumer night spending accounts for 11% of GDP

Sleep late phenomenon makes night economy potentially grow

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