

# Marketing to Modern Families - China - November 2019

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## This report looks at the following areas:

- Marketing to children and “kidults”
- Themes of precious father-child time
- Balance between parental supervision and children’s independence

Parents of modern families encourage their children to make decisions for themselves and to some extent involve them in family decisions.

This Report discusses how parents of modern families spend time with their children and how children make decisions for themselves. Analysis of children’s influence on family decisions, parents’ influence on children and expectations on their children are also covered.



“Parents and children in Chinese families still spend a lot of time together, but parent-child relations have been changing. More parents have realized the importance of developing independence in their children and in many areas are willing to let them choose what to buy.”

– Alan Xie, Associate Research Analyst

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## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Chinese families spend a lot of time together, fathers play with children more when they are young**
- **Children are allowed to choose hobbies based on their own interests**
- **Parents' decisions on food and holidays are highly influenced by children**
- **Parents' lifestyle behaviours influence children mostly in terms of following trends and sharing**
- **Independence is the most emphasized trait for children**

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