

Family Leisure - China - December 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Pet economy is redefining family leisure
- Sport-like video games will become a popular family leisure activity
- Advertising should become more inclusive when portraying families

This Report examines the leisure market from the perspective of family structure. Families in China are changing. The leisure market foresees more diverse types of family in future. The typical nuclear family no longer dominates the family leisure market. Single-person households, which used to be niche, will become a major consumer group.



“The leisure market will need to be aware of more diverse types of families, as the singles economy and pet economy are changing the structure of families in urban China. Brands need to respond by being more considerate of their service offerings to make sure they accommodate different preferences and new demands.”

- Saskia Zhao, Research Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Covered in this report**

Figure 1: Monthly household income definition

EXECUTIVE SUMMARY

- **Market Factors**
- **Household size is becoming smaller**
Figure 2: Percentage share of the total number of families of different households structures, 2002, 2007, 2012, 2017, and 2018
- **Seniors still playing a part in family life**
Figure 3: Percentage share of the total population of different age groups, seniors over 50, 2003, 2007, 2011, and 2015-18
- **Rising number of internet users means more indoor digital leisure options**
Figure 4: Internet penetration in the China market, 2014-18
- **Increasing spending on leisure entertainment**
- **Growing interest in developing personal hobbies and skills**
- **Consumers**
- **A mixture of tradition and new fashions**
Figure 5: Family leisure activities done in the last six months, September 2019
- **Senior consumers take part in family leisure activities with younger generations**
Figure 6: types of companion for family leisure activities, married consumers with children, September 2019
- **Parents prioritise practical skills and children's interests**
Figure 7: Important factors when choosing children's leisure activities, September 2019
- **Balancing everyone's interests is a challenge and different generations deal with this differently**
Figure 8: Preferences for family leisure activities, September 2019
- **Pet economy will impact leisure time**
Figure 9: Attitudes towards family leisure – pets, September 2019
- **Me-time vs time with the children: a challenge for parents**
Figure 10: Attitudes towards family leisure – parents' leisure time, September 2019
- **Singles value leisure time with family**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 11: Single consumers' attitudes towards family leisure, September 2019

Figure 12: Single consumers' attitudes towards pets, by gender and age, September 2019

- **What we think**

ISSUES AND INSIGHTS

- **Pet economy is redefining family leisure**
- **The facts**
- **The implications**
- **Sport-like video games will become a popular family leisure activity**
- **The facts**
- **The implications**

Figure 13: Ring Fit Adventure by Nintendo

Figure 14: Nintendo Switch partners with Tencent, 2019

- **Advertising should become more inclusive when portraying families**
- **The facts**
- **The implications**

Figure 15: Nescafé's marketing communication featuring family, 2019

THE MARKET – WHAT YOU NEED TO KNOW

- **Typical nuclear families no longer dominate the market**
- **Seniors play a part in family life**
- **More consumers have increased spending on leisure**
- **Digital entertainment means more in-home leisure options**
- **Consumers are interested in developing hobbies and skills**

MARKET FACTORS

- **Smaller household size**

Figure 16: Percentage share of the total number of families of different family structures, 2002, 2007, 2012, 2017, and 2018

Figure 17: Marriage registration in China market, 2011-18

- **Seniors still playing a part in family life**

Figure 18: Percentage share of the total population of different age groups, seniors over 50, 2003, 2007, 2011, and 2015-18

Figure 19: Top three things senior consumers do in daily life

- **Rising spending in leisure entertainment**

Figure 20: Spending changes for leisure entertainment, 2014 and 2019

- **Digital lifestyles provide more choices for indoor activities**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Internet penetration in the China market, 2014-18

- **Growing interest in developing personal hobbies and skills**

Figure 22: Top three things consumers have spent more leisure time on, November 2019

Figure 23: Top five reasons for trying arts and crafts activities, January 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Consumers do both in-home and out-of-home leisure activities**
- **But consumers like to enjoy family time outdoors**
- **Seniors want to “fit in”**
- **Skills rather than academic knowledge are most important in children’s leisure activities**
- **Post-90s play video games as a family leisure activity**
- **Post-70s look for more choices of outdoor leisure activities (other than shopping)**
- **Pet economy will expand into the leisure market**

FAMILY LEISURE ACTIVITIES

- **Video games become a family leisure activity**

Figure 24: Family leisure activities done in the last six months, September 2019

- **Post-90s are key drivers of the gaming trend**

Figure 25: Family leisure activities done in the last six months – played video games at home*, by generation, September 2019

Figure 26: Family leisure activities participation – played video games at home* among post-90s, by city tier, September 2019

Figure 27: Attitudes towards following trends among over-55s, any agree, November 2018

- **Celebrating holidays with family more important for post-90s**

Figure 28: Family leisure activities done in the last six months – had birthday/holiday dinner at home, by generation, September 2019

- **Outdoor activities appeal to post-70s**

Figure 29: Top five family leisure activities participated in the last six months, by generation, September 2019

- **Museums and exhibitions are popular among high earners**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 30: Family leisure activities participation – visited local museums or exhibitions, by city tier and monthly household income, September 2019

COMPANIONS FOR FAMILY LEISURE ACTIVITIES

- **One quarter of families with children do leisure activities with all three generations together**

Figure 31: Companions for family leisure activities, September 2019

- **Single consumers spend leisure time with their parents**

Figure 32: Companions for family leisure activities, single consumers, September 2019

- **Post-90s parents have a higher tendency to travel abroad with their children**

Figure 33: Family leisure activities participation – travel, by generation, September 2019

IMPORTANT FACTORS WHEN CHOOSING CHILDREN'S LEISURE ACTIVITIES

- **Practical skills and children's interests are key decision factors**

Figure 34: Important factors when choosing children's leisure activities, September 2019

- **Parents in tier one cities prioritise communication skills while academic knowledge is more important for those in lower tiers**

Figure 35: Important factors when choosing children's leisure activities – selected items, by city tiers, September 2019

- **Parents with higher education are more disciplined with their children**

Figure 36: Important factors when choosing children's leisure activities – activities match children's interests, by parents' education level, September 2019

- **Post-90s parents are more demanding about the quality of activity venues**

Figure 37: Important factors when choosing children's leisure activities – activity venues, by generation, September 2019

PREFERENCES FOR FAMILY LEISURE ACTIVITIES

- **Family members' opinions are respected**

Figure 38: Preferences for family leisure activities, September 2019

- **Post-70s want togetherness while post-90s respect personal space and choice**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Preferences for family leisure activities – parents' own preferences vs going together with family, by generation, September 2019

- **Post-70s are key consumers for outdoor family activities**

Figure 40: Preferences for family leisure activities – at home vs out of home, by generation, September 2019

MARRIED CONSUMERS' ATTITUDES TOWARDS FAMILY LEISURE

- **Consumers redefining family**

Figure 41: Attitudes towards family leisure, September 2019

- **Pet businesses should target married female consumers**

Figure 42: Married consumers' attitudes towards pets, by gender and generation, September 2019

SINGLE CONSUMERS' ATTITUDES TOWARDS FAMILY LEISURE

- **For singletons family is more important than personal interests**

Figure 43: Single consumers' attitudes towards family leisure, September 2019

- **Female singletons treat pets as family members**

Figure 44: Single consumers' attitudes towards pets, by gender and age, September 2019

MEET THE MINTROPOLITANS

- **Among post-70s, MinTs are more likely to try video games than non-MinTs**

Figure 45: Family leisure activities done in the last six months – video games at home, by consumer classification, September 2019

- **Consumers in higher city tiers are more individualistic**

Figure 46: Preferences for family leisure activities – parents' leisure activities, by consumer classification, September 2019

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.