

Digital Trends - Q1 - China - March 2020

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This report looks at the following areas:

- Internet of Things within reach
- Content is King, Distribution is Queen
- 5G is here, consumers are not

Mintel's Digital Trends China Report series examines what types of activities consumers have performed online using PCs (laptops or desktops), tablets and smartphones. In each quarter, we focus on a different aspect of consumer behaviour, and this edition focuses on social and media-related activities including use of social networks and messaging services, online news and video consumption, photo and video sharing and gaming.



“Observed in Q1 2020, the biggest ownership growth is in gaming console. In specifics, post 1990s and post 1970s are the top two generations driving this increase.

Commercial 5G users are not ready. A result from the disruptive COVID-19 outbreak, consumers have been delaying their product upgrades.”

– Xinyuan Xu, Associate Research Analyst

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Table of Contents

OVERVIEW

- Covered in this Report

EXECUTIVE SUMMARY

- 5G is here, consumers are not**
- Gaming console ownership sees the highest growth within a year**

Figure 1: Change in ownership, December 2018-December 2019

- Post 90s and post 70s drive up gaming console ownership**

Figure 2: Gaming console ownership, by generation, June 2019 – December 2019

- eCommerce and E-learning shifts video platform to livestreaming platforms**
- Popular video app and entertainment websites are tool for livestream education**

Figure 3: Bilibili use frequency, by city tier, December 2019

Figure 4: TikTok Use Habits, by age, December 2019

- Livestream commerce should help consumer finding the right products**

Figure 5: Attitude towards livestreamers' recommendations, December 2019

- Time-saving and good product demonstrations are key for live commerce**

Figure 6: Attitude towards livestreamers' recommendation, December 2019

- Livestream demonstrations are a must in topics where larger investments are expected**

Figure 7: Attitude towards livestreamers' recommendation, December 2019

- What we think**

MARKET TRENDS

- Internet of Things within reach**
- Content is King, Distribution is Queen**
- 5G is here, consumers are not**

WHAT'S IN?

- Television upgrades**

Figure 8: Digital activities on television, by city tier, December 2019

- Hisense's social interactive television**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 9: Hisense's social interactive television

- **Livestreaming services expand to all categories including nightclubs**

Figure 10: TAXX on Douyin 8 February 2020

WHAT'S OUT?

- **VR headset ownership plummets**

Figure 11: Household/personal ownership of digital devices, 2018 and 2019

- **Digital video cameras have yet to highlight use value in competition to smartphones**
- **Voice assistants yet to showcase potential**

Figure 12: Change in ownership, December 2018–December 2019

WHAT'S NEXT?

- **Sales decrease globally**
- **As America raises its walls, China's exporters find new terrain**
- **Upgrades delayed domestically**
- **5G and Wi-Fi 6**

Figure 13: Xiaomi Wi-Fi 6

- **Foldable screen phone**

Figure 14: Lenovo X1 fold

- **Portable PC games**

Figure 15: Alienware UFO

- **Sleep apnoea-sensing watches and blood pressure-sensing earbuds**

Figure 16: Withings Wearable health watch

- **Robot Dogs (Tombot Jennie)**

Figure 17: Tombot Jennie

DEVICE OWNERSHIP

- **Smartphone reaches full market coverage**

Figure 18: ownership of internet access devices, 2018 and 2019

Figure 19: Ownership of digital devices, 2018 and 2019

- **Expected growth in gaming consoles**

Figure 20: Change in ownership, December 2018–December 2019

Figure 21: Household/personal ownership of digital devices, 2018 and 2019

- **Smart speaker shows promising growth**

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Executive Summary

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Infographic Overview

Powerpoint Presentation

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Figure 22: Household/personal ownership of digital devices, by gender, December 2019

Figure 23: Digital activity on smartphones for owners of smart speaker, by gender, December 2019

- **More kids = more screens**

Figure 24: Household/personal ownership of digital devices, by children in the household, December 2019

Figure 25: Repertoire of household/personal ownership of digital devices, by children in household, December 2019

ONLINE ACTIVITIES ACROSS DIGITAL DEVICES

- **Smartphone and tablet used for all types of activities**

Figure 26: Online activities across different types of digital devices, December 2019

- **Film and TV should target Gen Z's smartphone use habits**

Figure 27: Digital activity in the past three months across smartphones, laptop/desktop and tablet, by gen Z and mature adults, December 2019

- **Children gone viral**

Figure 28: Average count of digital activities done on devices, by children in the household, December 2019

Figure 29: Online activities across different types of digital devices, by children in the household, December 2019

TOP APPS USAGE

- **WeChat is the most used app every day**

Figure 30: Usage of top apps, December 2019

Figure 31: Uses TikTok every day, by age, December 2019

- **Higher earners share a more fragmented app usage than lower earners**

Figure 32: Usage of WeChat, by personal income, December 2019

Figure 33: Daily usage of selected apps, by personal income, December 2019

- **Bilibili becomes an online learning official provider in Shanghai**

Figure 34: Usage of Bilibili, by city tier, December 2019

- **TikTok in education**

Figure 35: Usage of TikTok, by age, December 2019

Figure 36: TikTok livestream of Shanghai Jiao Tong University semester opening, March, 2020

- **Honor of Kings has higher engagement rate than PUBG**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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

Figure 37: Usage of PUBGs and Honor of Kings, December 2019

Figure 38: Consumers who have used PUBGs and Honor of Kings within a week, by age, December 2019

- **Video stream site iQiyi launched a social commerce app for cosmetics Zhanyan**

Figure 39: Weekly Meipai's use frequency, by marital status, December 2019

- **Youku snaps up BBC dramas as appetite for foreign shows like Sherlock and Yes Minister remains strong**

Figure 40: De-stress activities during COVID-19 outbreak March 2020

- **ByteDance launches Toutiao Search to take on Baidu**

Figure 41: Use Toutiao every day, by age and gender, December 2019

Figure 42: ByteDance search versus Baidu Search, March 2020

POPULAR CATEGORIES OF LIVESTREAM

- **Livestream expansion is expected**

Figure 43: User size of livestreaming in China, June 2016-June 2019

Figure 44: Popular categories of livestream, December 2019

- **Gender roles persist across topics**

Figure 45: Popular categories of livestream, by gender, December 2019

- **Beauty and personal care for the post 90s, sports and fitness for the post 80s, and travel for the post 70s**

Figure 46: Types of livestream, by generation, December 2019

- **Tier one focuses on travel, tier two or lower on sports and fitness**

Figure 47: Popular categories of livestream, by city tier, December 2019

- **More diverse contents with kids in the family**

Figure 48: Popular categories of livestream, by kids in the household, December 2019

- **Older females have more interest in auto than young females**

Figure 49: Auto livestream viewers, by gender and age, December 2019

- **More digital devices at home, the more types of livestream consumers watch**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 50: Number of devices owned and livestream habits, December 2019

Figure 51: Types of livestream consumed across smartphone, tablet, laptop and smart TV, December 2019

ATTITUDES TOWARDS LIVESTREAM – LIVESTREAMERS’ RECOMMENDATIONS

- Consumers are reliant on recommendations**

Figure 52: Attitude towards livestreamers’ recommendations, December 2019

Figure 53: Attitude towards livestreamers’ recommendation, by generation, December 2019

- Brands seek efficiency in livestream**

Figure 54: Attitude towards livestreamers’ recommendation, December 2019

Figure 55: Attitude towards livestreamers’ recommendation, by personal income, December 2019

- Livestreamers should help consumers save time**

Figure 56: Attitude towards livestreamers’ recommendations, December 2019

Figure 57: Attitude towards livestreamers’ recommendations, by generation, December 2019

- Demonstration is a must to maximise traffic**

Figure 58: Attitude towards livestreamers’ recommendation, December 2019

Figure 59: Attitude towards livestreamers’ recommendations, by agreement with statement ‘Livestreamer product recommendations or evaluations can better demonstrate the features of the products’, December 2019

ATTITUDES TOWARDS LIVESTREAM – LIVESTREAMERS’ PROFESSIONALISM

- Authenticity of livestreamers can drive quality sales**

Figure 60: Attitude towards livestreamers’ professionalism, December 2019

Figure 61: Attitude towards livestreamers’ professionalism, by gender, December 2019

- Interesting lecturer like livestream is the norm**

Figure 62: Attitude towards livestreamers’ professionalism, December 2019

- Livestreaming is now a profession that has social recognition**

Figure 63: Attitude towards livestreamers’ professionalism, December 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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ATTITUDES TOWARDS LIVESTREAM – ENTERTAINMENT OF LIVESTREAM

- Making livestream fun through instant gratification**
 Figure 64: Attitude towards entertainment of livestream, December 2019
 Figure 65: Attitude towards entertainment of livestream, by personal income, December 2019
 Figure 66: Agreement with livestream as entertainment, by personal income, by sector, December 2019
- Engagement is high with instant communication**
 Figure 67: Attitude towards entertainment of livestream, December 2019
 Figure 68: Attitude towards entertainment of livestream, by city tier, December 2019
 Figure 69: Attitude towards entertainment of livestream, December 2019
- Peer pressure pushes female consumers to more transactions**
 Figure 70: Attitude towards entertainment of livestream, by gender, December 2019

CONSUMER SEGMENTATION

- Figure 71: Consumer segmentation based on attitude towards livestream, December 2019
- Figure 72: Consumer segmentation based on attitude towards livestream, December 2019
- Figure 73: Attitude towards livestream - % of 'strongly agree', by consumer segmentation, December 2019
- Livestream Enthusiasts**
 - Who they are:
 - What's their attitude:
 - How to market to them:
- The Easy Influenced Consumers**
 - Who they are:
 - What's their attitude:
 - How to market to them:
- The Lost Consumers**
 - Who they are:
 - What's their attitude:
 - How to market to them:
- The Dedicated Buyers**
 - Who they are:
 - What's their attitude:
 - How to market to them:

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- Executive Summary
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- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- Figure 74: Consumer segmentation, by age, December 2019
- Figure 75: Consumer segmentation, by city tier, December 2019
- Figure 76: Livestream viewership, by consumer segmentation, December 201

MEET THE MINTROPOLITANS

- Mintropolitans have a dynamic usage of mobile apps**
Figure 77: Household digital device ownership, by consumer segmentation, by generation, December 2019
- Young Mintropolitans do not watch livestream as much as older Mintropolitans**
Figure 78: Number of students abroad, by year, 2008-18
- Livestreamers' recommendation saves precious time of Young Mintropolitans**
Figure 79: Attitude towards livestreamers' recommendation, by consumer classification, by generation, December 2019
- Livestreamers connect best with younger Mintropolitans**
Figure 80: Attitude towards livestreamers' professionalism, by consumer classification, by generation, December 2019
Figure 81: Attitude towards livestreamers' recommendation and professionalism, by consumer classification, by generation, December 2019

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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