

**April 2023**

### Usage of Appliances and Devices in Lower Tier Cities - China

“Overall, consumers in lower tier cities are ‘light on concepts, heavy on practicality’ when it comes to home appliances and digital products. They have higher expectations for the long-term quality and durability of consumer durables such as home appliances and mobile phones. At the same time, they desire functionalities that ...

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### Marketing to Young Parents in Lower Tier Cities - China

"Young parents in lower tier cities are increasingly embracing modernised ways of parenting, and expect to gain inspirations on parenting methods and activities through a variety of channels, to create an unregrettable childhood for their kids. However, compared with their counterparts in tier 1 and tier 2 cities, they still ...