

### February 2022

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

“With the development of information flow and omnichannel retailing, young parents in lower tier cities are increasingly approaching those in big cities when purchasing and selecting products for their kids, and are more sensitive to products ranked as bestsellers, word-of-mouth recommendations, and popularity of the brands. Meanwhile, from rewards for ...

#### Purchasing Technology Products in Lower Tier Cities - China

“Curious about new technology trends and new launches from tech brands, lower tier city consumers are fond of browsing comprehensive platforms that provide diverse content and exploring ‘unique finds’ that take their fancy. On top of product innovation, technology brands should also build brand characteristics via scattered brand touchpoints and ...

### January 2022

#### 低线城市：针对年轻父母的营销 - China

“随着信息流通和全渠道零售的发展，低线城市年轻父母在孩子产品的购买和选择上，越来越趋同于大城市家长的选择，对品牌销量榜、口碑推荐，以及品牌知名度的敏感度也越来越高。同时，从奖励孩子到亲子旅行，新一代父母的带娃方式中融入了更多年轻人追求新鲜独特体验的生活理念。文化及公益主题等能够帮助引导和培养正确消费观的元素，可以作为差异化特色有效地吸引父母和孩子们的注意力，帮助品牌创造具有教育意义的跨界场景，从而与低线城市年轻父母建立起更长期的信赖关系和更深层次的情感连接。”

#### Spending Habits in Lower Tier Cities - China

“Consumers in lower tier cities have demonstrated significant improvement in consumer confidence and spending power, and have not shown compromise in quality of life even under the impact of the COVID-19. Whether it is home life, or sports and fitness, their pursuit of technology and intelligence, fashion and trend is ...

### December 2021

#### 低线城市：科技产品购买行为 - China

“出于对科技新趋势和科技品牌新产品的好奇，低线城市消费者喜欢浏览内容多元的综合性平台，从中探索心仪的‘宝藏单品’。在加码产品创新之外，科技品牌可以通过发散性的品牌接触点和独特的产品外观设计来缔造品牌特色，直白地向消费者呈现品牌的‘变化感’。对于更加前沿的创新科技，比起跨界科技产品，低线城市消费者对应用场景的跨界抱有更多期待。考虑到被疫情激发的健康诉求和因生活方式改变而出现的新需求，将新兴技术应用于消费者个人护理、居家生活和养宠生活场景有很大的发展潜力。”

- 邵愉茜，研究分析师

### October 2021

#### 低线城市：消费热点研究 - China

“低线城市消费者的消费信心和消费能力改善明显，即使在疫情影响下，他们也未表现出在生活质量上的妥协。无论是居家生活，还是运动健身，他们对于科技智能、时尚潮流的追求毫不亚于大城市消费者。低线城市的年轻消费者更期待品牌通过开展具有独特性、专属感的创新体验，为其带来更多社交话题。融合文化、IP等元素的泛娱乐体验可以帮助品牌打通营销边界，创造出更多新的营销场景和消费热点。”

— 甘倩，研究分析师