November 2023

Spending Habits in Lower Tier Cities - China

"Under the influence of the overall environment, there has been a shift in mindset among consumers in lower tier cities, with co-existing 'compensation demands' driving spending on self-pleasing, and 'protection demands' prompting investment in the future. There is also a simultaneous focus on the need for real consumer satisfaction offered ...

October 2023

Marketing to Young Parents in Lower Tier Cities - China

"Amidst the impact of the COVID-19 pandemic for three consecutive years and the 'Double Reduction' policy, there has been a significant shift in the values of young parents in lower tier cities towards family companionship and leisure time. This has led to a change in their parenting mindset, as more ...

Car Owners in Lower Tier Cities - China

"Smart cars and new energy vehicles are better known and more accepted by lower tier city consumers than ever before. In terms of car purchase consideration factors, in addition to practical value, functional configurations that are not frequently used but can bring a sense of reassurance as well as appearances ...

Social Life in Lower Tier Cities - China

"Although the growth rate of overall consumption in lower tier cities has slowed down, consumers still actively engage in social activities in their daily lives. Meeting with friends over tea, coffee or alcohol has become a weekly routine, while outdoor activities, ranging from niche to popular ones on the internet ...

September 2023

低线城市：消费热点研究 - China

"整体环境影响下低线城市消费者心态亦有变化，'补偿需求'带来的悦己消费与'保障需求'带来的投资未来并存。关注于产品本身的实际消费满足感需求与品牌带来的身份认同感需求亦同在。消费行为逐渐'收敛'，消费者期待更真诚无套路的消费体验，反感低价噱头。品牌价值依然存在，但需要在对待低线城市消费者时更有诚意。注重官方渠道的维护，可以帮助品牌提供更多互动并促进信赖感的产生。"

低线城市：针对年轻父母的营销 - China

"在连续三年的疫情影响和"双减"政策背景下，低线城市年轻家长对于家庭陪伴和休闲时光的价值观发生了显著转变。这也带来了他们育儿观念的转变，越来越多的家长开始积极探索"自由放养式"育儿，将独立自主能力和情商培养作为关键目标。不同于一线、二线城市，数字化教育能够突破时空限制、提供更广阔的教育资源，因此更受低线城市年轻家长的青睐。品牌在面对低线城市家长育儿风格和教育方式的双重变化时，需要灵活地平衡他们对精细化、便捷化育儿的需求，在休闲娱乐方面巧用多元IP打造

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融合知识性、趣味性和互动性的体验营销，让品牌陪伴低线城市家长和孩子共同成长。”

– 甘倩，高级研究分析师

August 2023

低线城市：车主研究 - China

"低线城市消费者对智能车、新能源车的认识和接受度都较以往有所提高。在权衡购车要素方面，除了考虑实用价值，对一些使用率不高但能带来安心感的功能配置，和通过感官设计带来的颜值和情绪价值也越发重视。带有中立和客观性的营销内容以及多元化的用车场景是赢得品牌好感度的有效途径。在数字化营销领域，品牌可以通过定制化的场景的展示，针对不同受众进行精准投放，从而精准击中细分受众痛点，提升营销转化。"

July 2023

低线城市：社交生活研究 - China

"虽然低线城市的整体消费增速有所放缓，其与社交需求相关的消费生活依然十分活跃。与熟人光顾"茶咖酒”等聚会场所进行社交互动已经成为一种“周常"，各类从小众到网红的户外活动也迅速风靡。这些场景和活动不仅提供了物质层面的消费体验，也通过创造新的社交契机和“不落俗套”的礼尚往来的附加价值带来了精神享受和文化自信。融入创新文化元素的高颜值包装和融合当地特色"生活方式+"的场景体验，可以更有效地帮助品牌在低线城市创建新型内容社交生态，取得有差异化的品牌优势。"

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