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 ...

February 2023

Beauty in Lower Tier Cities - China

“The indifference of consumers in lower tier cities to the concept of ‘affordable alternatives’ reflects the importance of innovation in product efficacy. In the era of ‘efficacy is king’, this has revealed the direction for brands to focus on. Domestic and niche brands have the potential to emerge thanks to ...

January 2023

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 ...

低线城市：家电与智能设备 - China

“整体而言，对于家电和电子产品，低线城市消费者展现出“轻概念，重实用”的特征。他们对于家电手机等耐用消费品的长期质量和耐用程度有更高的期待。同时希望功能性与生活场景结合，解决实际细节痛点，并能够照顾到家庭中的每一位成员。品牌可以从渠道和营销两个方面，通过更“接地气”的方式，向消费者展现产品在实际生活场景中的应用，传递物有所值的“价值感”。”

– 张泽龙，高级研究分析师

November 2022

Eating in Lower Tier Cities - China

“With the pandemic’s impact, lower tier city consumers are becoming more rational and sophisticated about eating and diet. They look for products and content that cater to their own flavour preferences and that resonate with what they believe in. They trust their own

Spending Habits in Lower Tier Cities - China

“Consumers in lower tier cities are looking for flexible ways to cope with the economic uncertainty, especially the younger group who are more willing to develop hobbies and seek a second career. In terms of spending,

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judgement and recommendations from trustworthy channels over ...

consumers in lower tier cities tend to pursue an 'exquisite' lifestyle that is free ...

October 2022

低线城市：美容与个护 - China

"低线城市消费者对于"大牌平替"概念的淡漠反映出产品功效创新的重要性，这在"功效为王"的美容时代为品牌指明了发力的方向。而国产及小众品牌有望凭借高性价比以及功能性创新崭露头角。

信息的透明度以及获取信息的便利性使得低线城市消费者不再受限于 "权威"和"话语权"，可以更加自由随心地搜集来自于贴近自身情况和需求的"素人"的建议。而她们对于"美"的更加立体和全面的理解，也将驱动品牌在价值层面进行更加深入的探究以获得消费者的青睐。同时，加强在具有美妆属性的渠道投资以及不断提升线下渠道的沉浸式氛围感将是品牌在渠道建设方面需要做出的努力。"

– 蒋亚利，美妆个护品类副总监

低线城市：饮食与健康 - China

"疫情之下低线级城市消费者在饮食方面正在变得越来越理性与成熟。他们追求更能与自身口味需求和精神内核引起共鸣的产品与内容，他们更相信自主判断与信任的渠道推荐而非"网红"或"专家"标签。同时对于健康的追求也在继续影响着消费者的选择，追求更"轻"和更加精准的"食补"产品成为了重要课题。品牌可以通过有趣味性的内容或提升消费"价值感"的方式吸引低线城市消费者，也需要深化产品或服务的场景与功能定位，直击细分需求消费者的痛点。"

– 张泽龙，研究分析师

Social Life in Lower Tier Cities - China

"Acquaintances play a crucial role in lower tier cities. Exchanging and sharing information or even resources are important topics for lower tier city consumers to check their relationships and get closer with each other. They actively follow what their acquaintances bought on social commerce platforms and seek common experiences through ...

Car Owners in Lower Tier Cities - China

"As cars become more intelligent, car buyers in lower tier cities are shifting their focus from being brand-oriented to practical features. Differentiated intelligent configurations can better meet their individual car usage needs and quest for a technological touch. It is worth noting that even though car buyers in lower tier ...

September 2022

低线城市：针对年轻父母的营销 - China

"低线城市年轻父母越来越接纳现代化的育儿方式，并期待通过各类育儿渠道获取有关育儿方式和活动的启发，为孩子营造无缺憾的童年。但同时，相比一线、二线城市，低线城市的父母在育儿理念上仍存在保守的一面，特别是"男女有别"的传统观念依然根深蒂固。品牌在进行产品开发或制定营销策略时，需要兼顾其渴望与时俱进又不希望用力过猛的两难意识。带有知识型和趣味性的内容营销或更能帮助品牌取得低线城市父母的好感。"

– 甘倩，研究分析师

August 2022

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低线城市：消费热点研究 - China

“经济环境的不稳定性让低线城市消费者开始寻求灵活应变的方法，尤其是年轻消费者，他们更愿意培养兴趣爱好及寻求“第二职业”。在消费上，低线城市消费者更加追求自由放松、省心省力的“精致”生活。除了满足实用性的需要，情绪价值也越来越被认同。而其强烈的民族自豪情怀和对科技感的期待，亦为品牌进阶国潮营销提供了创新方向。积极利用经典人文元素，发起共创活动宣扬地方特色文化和打造跨界话题，都可以帮助品牌触及更多低线城市消费者。”

– 甘倩，研究分析师

低线城市：车主研究 - China

“随着汽车智能化程度的提高，低线城市车主的购车关注因素正由品牌导向向实用性功能倾斜。差异化的智能配置更能满足其个性化的用车需求，以及对科技感的追求。值得注意的是，即使低线城市车主对创新形式的营销活动会表现出积极的态度，他们仍更期待实际的价值。在营销本质积极正面的前提下，能够满足他们实用、娱乐需求的营销活动存在机会。”

– 袁淼，研究分析师

July 2022

低线城市：社交生活研究 - China

“低线城市有着强烈的“熟人社会”属性，信息乃至于资源的交流与分享都是低线城市消费者借以确认并拉近关系的重要话题和内容。低线城市消费者正积极在社交电商关注熟人购物动态，通过线下团购寻求共同体验的交集，以维护人际往来，这些行为都给品牌营销提供了机会。回应低线城市消费者的社交诉求，品牌可以把握办公场景、朋友圈和线上购物节的关键场景，除价格促销之外更多地关注社交内容的加持，无论是创新互动玩法增加社交参与度鼓励二次传播，还是利用好直播秀模拟线下真实体验打消购物顾虑，都能够用趣味和人情味打动低线城市消费者，帮助他们克服差评印象。”

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