

Digital Trends – Q1 – China – March 2021

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This report looks at the following areas:

In terms of digital devices and activities, mobile phones still dominate consumers' screen time, as the popularity of social media activities remains strong. The smart TV is becoming the centre of family entertainment. The growing internet penetration, especially in rural areas, helps accelerate the online shopping trend in lower tier cities. Other trends like short video, live streaming commerce, and gaming continue to expand in popularity.

As for consumers' perceptions of digital tech, they are willing to buy into digital products that offer convenience, efficiency and innovation most. Consumers show a higher acceptance of paid content, which helps big companies to consolidate their own ecosystems.

And in digital photography, innovation continues to drive development. Although smartphones have conquered camera brands' original market, consumers are not completely giving up on digital cameras. Camera brands need to launch products to leverage consumer trends, as well as fulfil their claims of professionalism and special moment needs.



"Digitalization in China has accelerated with the rapid development of internet penetration, especially in rural areas. Consumers rely more on social media activities, as many consumer trends continue to expand, such as online shopping, short videos, live streaming commerce, and gaming."

– Blair Zhang, Research Analyst

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