

## Marketing to Mums - China - November 2013

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“Chinese mums are becoming more demanding in what they want to achieve as well as savvier in how they achieve these goals. This has profound implications and opportunities for brands marketing to mums.”

– Ruyi Xu, Deputy Research Manager

### This report looks at the following areas:

- What are the characteristics of Chinese mums and what is likely to be the demographical portrait of them into the 2020s?
- What are mums' top concerns in their lives and how does this affect their allocation of spending and purchasing behaviour?
- Who has the biggest influence on mums' purchasing decisions and how can mums be targeted more effectively?
- What are the typologies of Chinese mums and what does it mean in terms of marketing communication?
- How can brands embrace more opportunities in marketing and selling to mums online?
- What kinds of opportunities are there for businesses to tap into mums' top concerns over child education?
- What are the needs of today's working mums and how can brands engage with them through product offerings and marketing communication?

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