

## Marketing to Mums - China - December 2014

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“According to the National Bureau of Statistics, there are more than 15 million women giving birth to babies in China every year, with the majority of them (about 65%) being first-time mums.”

– Laurel Gu, Senior Research Analyst

### This report looks at the following areas:

- What are mums' key roles and responsibilities within the family?
- What do mums miss the most after giving birth to their babies?
- What are mums' plans and priorities for the future?
- What are mums' most desired achievements in life?
- What are mums' main concerns for their babies?
- Mums' attitude towards parenting?

The fact that mums have experienced radical changes in their life over the past a few years – from being a little empress to their own parents to becoming responsible for their own family and kids – requires them to gain new physical skills (eg, cooking, baby care), setting up new goals in life (both for themselves and for other family members) as well as making more efficient use of their time and effort to be able to accomplish their goals.

It is undoubted that mums will be looking for support – both physical and emotional – from companies and society to aid them through the process.

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## Table of Contents

### Introduction

Methodology

Abbreviations

### Executive Summary

Mums' responsibilities and personal pursuits

Most hands-on: grocery shopping and children's education

Figure 1: Mums' responsibilities, August 2014

Most missed: personal time and good appearance

Figure 2: Things mums concern the most after having the baby, August 2014

Most want to achieve: better cooking skills and family outing time

Figure 3: Plans for the next 3 years, August 2014

Most desired compliment: a happy marriage/family life

Figure 4: Mums' most desired complimentary words, August 2014

Mums' concerns and aspirations for their babies

Moving from IQ to EQ development

Figure 5: Mums' main concerns for the baby, August 2014

Great differences in mums' parenting approach

Figure 6: Agreement with attitudinal statements, by psychographic group, August 2014

Key issues

Opportunities for beauty products innovation targeted at mums

Win working mums' heart by marketing company ethics

A new focus point – cultivating the baby's social characteristics

Differences in mums across city tiers

What we think

### Issues and Insights

Scope for beauty products innovations targeting at mums

The facts

The implications

Figure 7: Product examples of beauty and personal care products targeting mums, UK and Germany, 2014

Win working mums' heart by marketing company ethics

The facts

The implications

A new focus point – cultivating the baby's social characteristics

The facts

The implications

Differences in mums across city tiers

The facts

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## The implications

### Trend Application

Switch off

Life – an informal affair

Life Hacking

### Demographic Profile of Mums Studied in this Research

#### Key points

Mums in tier one cities give birth to their baby at an older age

Figure 8: Fertility rate (1st birth), by women's age, China, 2003-13

Figure 9: Age of mums in consumer research sample, by city tier, August 2014

Younger mums are in a tighter financial situation

Figure 10: Mums' income, by age, August 2014

Nine out of 10 are first-time mums

Figure 11: Mums' income, by number of children, August 2014

Figure 12: Birth rate, fertility rate and number of women falling into child bearing age, China, 2003-2018 (est)

Figure 13: Second-time mums, by city, August 2014

### Mums' Family Responsibilities

#### Key points

Elite mums tend to do more

Figure 14: Mums' responsibilities, August 2014

Training the baby into good living habits is among mums' top priorities

Figure 15: Example of product specially designed for training babies into good living habits, Japan, 2012

However mum cannot be the superwoman by herself

Figure 16: Responsibilities taken amongst family members, August 2014

Figure 17: Mums who delegate cooking and housework to a hired person, by income, August 2014

### Attitudes towards Changes in Life

#### Key points

Loss of personal time is what mums miss the most

Figure 18: Things mums concern the most after having the baby, August 2014

Figure 19: Mums' concerns for having less personal time, by income, August 2014

Opportunity for brands to take an emotional approach to target mums

Figure 20: Example of products designed to help mums relieve their tension, USA, 2010

Opportunity for personal care and health brands to target mums

Figure 21: Mums' health concerns, by age, August 2014

Offering cost-saving solutions to straitened mums

Figure 22: Mums' concerns on finances and stress, by income, August 2014

### Mums' Personal Goals over the Next Three Years

#### Key points

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### Improving cooking skills and having more family outings are top priorities

Figure 23: Plans for the next 3 years, August 2014

Figure 24: Example of household appliance product advertisements highlighting family happiness, China, 2014

### Aspirations for making personal achievements

#### Wanting to get rid of work pressure

#### Willingness to have another baby goes up with income

Figure 25: Plan for "having another baby" in the next 3 years, by household income and city, August 2014

## Mums' Most Desired Compliments

### Key points

#### A happy marriage is regarded as the cornerstone of mums' happiness

Figure 26: Mums' most desired complimentary words, August 2014

#### Brands can engage mums by helping them demonstrate their achievements

Figure 27: Mums' most desired complimentary words (any), by demographics, August 2014

## Mums' Concerns for the Baby

### Key points

#### Food safety is mums' key focus area

Figure 28: Mums' main concerns for the baby, August 2014

Figure 29: Example of organic supplementary baby food, China, 2014

#### Environmental issues become of increasing concern

Figure 30: Mums' concerns for physical injuries and diseases, by income and city tier, August 2014

Figure 31: Example of household care products featuring anti-bacteria claims targeted at mums, China, 2014

#### Social cultivation comes before intellectual development

Figure 32: Mums' concern for "a lack of socialisation skills", by baby's age, August 2014

## Mums' Attitudes towards Parenting

### Key points

#### Five types of mums

Figure 33: Mums segmentation, by parental attitude, August 2014

Figure 34: Agreement with attitudinal statements, by psychographic group, August 2014

## Appendix – Family Roles and Responsibilities

Figure 35: Mums' family responsibilities, August 2014

Figure 36: Responsibilities taken amongst family members, August 2014

Figure 37: Mums' family responsibilities – Cooking, by demographics, August 2014

Figure 38: Mums' family responsibilities – Grocery shopping, by demographics, August 2014

Figure 39: Mums' family responsibilities – Doing housework, by demographics, August 2014

Figure 40: Mums' family responsibilities – Taking care of baby's everyday life, by demographics, August 2014

Figure 41: Mums' family responsibilities – Taking care of the baby's education, by demographics, August 2014

Figure 42: Mums' family responsibilities – Training the baby to have good living habits, by demographics, August 2014

Figure 43: Mums' family responsibilities – Playing with the baby at home, by demographics, August 2014

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Figure 44: Mums' family responsibilities – Taking the baby out of home to play, by demographics, August 2014

### Appendix – Attitudes towards Changes in Life

Figure 45: Things mums concern the most after having the baby, August 2014

Figure 46: Most common things that concern mums after having a baby, by demographics, August 2014

Figure 47: Next most common things that concern mums after having a baby, by demographics, August 2014

### Appendix – Personal Goals over the Next 3 Years

Figure 48: Mums' plans for the next 3 years, August 2014

Figure 49: Mums' plans for the next 3 years – Have another baby, by demographics, August 2014

Figure 50: Mums' plans for the next 3 years – Take an easier job, by demographics, August 2014

Figure 51: Mums' plans for the next 3 years – Take a job with more flexible working hours, by demographics, August 2014

Figure 52: Mums' plans for the next 3 years – Become a housewife, by demographics, August 2014

Figure 53: Mums' plans for the next 3 years – Invest in financial products, by demographics, August 2014

Figure 54: Mums' plans for the next 3 years – Improve my cooking skills, by demographics, August 2014

Figure 55: Mums' plans for the next 3 years – Develop a new hobby, by demographics, August 2014

Figure 56: Mums' plans for the next 3 years – Improve my appearance/body shape, by demographics, August 2014

Figure 57: Mums' plans for the next 3 years – Further my education, by demographics, August 2014

Figure 58: Mums' plans for the next 3 years – Organise more family outings/holidays, by demographics, August 2014

Figure 59: Mums' plans for the next 3 years – Improve my home living environment, by demographics, August 2014

### Appendix – Most Desired Achievements

Figure 60: Mums' most desired complimentary words, August 2014

Figure 61: Most popular mums' most desired complimentary words – All, by demographics, August 2014

Figure 62: Next most popular mums' most desired complimentary words – All, by demographics, August 2014

Figure 63: Most popular mums' most desired complimentary words – Rank1, by demographics, August 2014

Figure 64: Next most popular mums' most desired complimentary words – Rank1, by demographics, August 2014

### Appendix – Concerns for the Baby

Figure 65: Mums' main concerns for the baby, August 2014

Figure 66: Most popular mums' main concerns for the baby, by demographics, August 2014

Figure 67: Next most popular mums' main concerns for the baby, by demographics, August 2014

### Appendix – Attitude towards Parenting

Figure 68: Attitude towards parenting, August 2014

Figure 69: Agreement with the statement 'A mum's top achievement is to make her child become outstanding', by demographics, August 2014

Figure 70: Agreement with the statement 'It is important to set strict rules for disciplining my child(ren) from an early age', by demographics, August 2014

Figure 71: Agreement with the statement 'Early education benefits children's intelligence development', by demographics, August 2014

Figure 72: Agreement with the statement 'A child's personality is determined more by the parenting they receive than by nature', by demographics, August 2014

Figure 73: Agreement with the statement 'Having close communications with child(ren) is more important than being authoritative', by demographics, August 2014

Figure 74: Agreement with the statement 'Children will have better personalities if they grow up in a carefree environment', by demographics, August 2014

Figure 75: Agreement with the statement 'It is more important for children to live a happy life than outperform their peers', by demographics, August 2014

Figure 76: Agreement with the statement 'Giving my children what they ask for can help strengthen our bond with each other', by demographics, August 2014

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Figure 77: Agreement with the statement 'Parents should provide their children with the best living conditions possible', by demographics, August 2014  
Figure 78: Agreement with the statement 'It is hard not to be filled with anxiety when my child(ren) is not around', by demographics, August 2014  
Figure 79: Agreement with the statement 'I am confident in the way I raise my child(ren)', by demographics, August 2014

### Appendix – Five Types of Mums based on their Attitudes towards Parenting

Figure 80: Mums segmentation, by parental attitude, August 2014  
Figure 81: Target groups, by demographics, August 2014  
Figure 82: Responsibilities taken amongst family members, by target groups, August 2014  
Figure 83: Mums' main concerns for the baby, by target groups, August 2014  
Figure 84: Things mums miss the most after having the baby, by target groups, August 2014  
Figure 85: Mums' most desired complimentary words, by target groups, August 2014  
Figure 86: Mums' plans for the next 3 years, by target groups, August 2014  
Figure 87: Attitude towards child raising, by target groups, August 2014

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