

Marketing to Singles - China - June 2015

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“The era is characterized by single people prioritizing the freedom of pursuing personal interests and career achievements before getting married. Although a happy romantic relationship is still desired, they have become happier staying single rather than rushing to find an un-ideal partner, and have developed a sense of pride for themselves being independent.”

– Laurel Gu, Senior Research Analyst

This report looks at the following areas:

- Are single people happy or not?
- Are singles eager to find a partner?
- The “stressed single males” present marketing opportunities
- Decoding the “independent single females”

The report demystifies the single consumers from the following:

- How do the single consumers differ from non-singles in their everyday dining habits and leisure preferences?
- Are today's single people feeling happy about their life or not? Where is the source of their happiness and what are their key concerns? What are their aspirations in life?
- What are single people's attitudes towards romance and marriage? How can brands capitalise upon their eagerness to find an ideal partner?

Definition

When the report talks about “singles” in terms of the research, it is focusing on a specific group that is representative of those consumers aged 20-39, who are not married (including those who are divorced) and are not in a relationship, and are living in tier one to tier three cities.

“High earners” in this report are defined as those who have monthly personal income over RMB 8,000.

“Mid-level monthly personal income” refers to RMB 5,000-7,999.

“Low earners” are defined as those with monthly personal income below RMB 5,000.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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