

Marketing to People in their 20s - China - October 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The twentysomethings in China are an interesting group to study given the unique family structure they have been brought up in and China's fast economic development in the last two decades."

- Wenwen Chen, Senior Beauty & Personal Care Analyst

This report looks at the following areas:

- Spending behaviour and preferred purchase channels vary by categories
- Brand loyalty differs by category
- Young Chinese are more open-minded about online advertising and being targeted
- The mixed message to operators targeting twentysomethings in China

Twentysomethings in China have demonstrated some distinctive characteristics from the older generations. However, sometimes generational factors can be overstated. Mintel finds that twentysomethings show a great level of diversity as well as sharing similarities with the older generations (eg seeking conformity).

Brand stories not only need to resonate with their characteristics such as being experience-oriented, fun-loving and seeking out uniqueness but also to understand their conventional characteristics such as seeking out a harmonious relationship with families and others.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Marketing to People in their 20s - China - October 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

What you need to know

Executive Summary

The market

Companies and brands

The consumer

Fashion-loving

Figure 1: Purchase of popular products, July 2015

Preferred buying channel varies by different categories

Figure 2: Preferred purchase method of popular products, July 2015

Figure 3: Preferred purchase method of popular products, July 2015 (continued)

Preferred shopping channel varies by cities

Young shoppers' brand loyalty varies across different categories

Figure 4: Brand repertoire behaviour of popular products, July 2015

Figure 5: Brand repertoire behaviour of popular products, July 2015 (continued)

Young Chinese are more open-minded about online advertising and being targeted

Figure 6: Attitude towards advertising method, July 2015

The diversity of twentysomethings in China

Figure 7: Cluster analysis based on personal values in digital era, July 2015

What we think

Issues and Insights

Spending behaviour and preferred purchase channels vary by categories

The facts

The implications

Brand loyalty differs by category

The facts

The implications

Young Chinese are more open-minded about online advertising and being targeted

The facts

The implications

The mixed message to operators targeting twentysomethings in China

The facts

The implications

The Market – What You Need to Know

Declining FMCG industry

Online video advertising

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to People in their 20s - China - October 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Twentysomethings in China

Market Drivers

Declining FMCG industry

Online advertising is booming

Background of twentiesomethings in China

Key characters of twentiesomethings in china

Hyper-connectivity

Figure 8: Online activities on different devices, by demographics, April 2015

I know what I want

Love to share

Seeking uniqueness

Experience is all

Who's Innovating?

Hyper-connectivity: The value of now

Freshly prepared for you

One-Click House Renovation

I know what I want: Crowdsourcing

People's concert

Create your own ad

Collective wisdom for Xiaomi

Love to share: The common story of the lonely child

Share a line with your buddy

Share your journey

Seeking uniqueness: Customisation

Customisation from chocolate to fragrance

Figure 9: Guerlain Mon Exclusif Eau de Parfum, August 2015

Experience is all: Fun and authentic

Speak their language

Figure 10: PepsiMoji packaging, Canada

Figure 11: Kang Zhi Wei cartoon-image-pack milk from mengniu, Q1 2015 and Apple Flavoured Fanta from Coca-cola, Q2 2015

Fun walking

Authentic travellers

Never shy away from experimenting with new things

Summer Sprouts

The Consumer – What You Need to Know

Fashion-loving

Preferred buying channel varies by category and city

Young shoppers' brand loyalty varies across different categories.

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to People in their 20s - China - October 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Negative views towards advertising on video streaming websites

Young Chinese are more open-minded about online advertising and being targeted

The diversity of twentysomethings in China

Purchase Behaviour across Most Popular Products

Clothing and accessories are the most popular category amongst young consumers

Figure 12: Purchase of popular products, July 2015

Clear preference disparity led by gender

Figure 13: White Chocolate Flavoured Hawthorn Stripes by mu mu cha, q2 2015

Figure 14: Purchase of popular products, by gender, July 2015

Entertainment has no gender boundaries

Figure 15: Purchase of popular products, by gender, July 2015

Preferred Purchase Method of Most Popular Products

Food and drink from brick-and mortar stores

Figure 16: Preferred purchase method of popular products, July 2015

Sought after fashion online

Buying beauty products online

Figure 17: Preferred purchase method of popular products, July 2015

E-commerce booms amongst the Non-MinT demographics

Figure 18: Preferred purchase method of popular products, by demographics, July 2015

Mobile shopping favoured by the young female Mintropolitan

Figure 19: Key drivers of users who frequently buy products on their smartphone, July 2015

Preferred shopping channel varies by cities

Brand Usage of Most Popular Products

Brands play a significant role for mother and baby care for young shoppers

Short life cycle for beauty products

Figure 20: Brand repertoire behaviour of popular products, July 2015

New buyers and new products are essential for clothing and accessories

Flavour-led segmentation for food and drinks

Locally-sourced own-label opportunities

Figure 21: Brand repertoire behaviour of popular products, July 2015

Brand loyalty varies from city to city

Attitudes towards Online Advertising Publishers

Negative views towards advertising on video streaming websites

By contrast, consumers are less bothered by ads on portal websites (eg Sina, Sohu, 163.com) or online forums. This maybe because of their less intrusive format – ie users can ignore it while browsing.

Figure 22: Least liked advertising channel, July 2015

Young female consumers are more concerned about data privacy

Figure 23: Least liked advertising channel, July 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to People in their 20s - China - October 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 24: Least liked advertising channel, by cities, July 2015

General Attitudes towards Advertising

Native advertising is the common ground

Figure 25: Attitudes towards advertising method, July 2015

Young Chinese are more open-minded than their peers in the UK in terms of advertising

Figure 26: Attitude towards advertising method, July 2015

Young female viewers show more tolerance to online ads than males

Figure 27: Attitudes towards advertising method, by gender, July 2015

Evolving Personal Values in a Digitalised World

Analysis background

Figure 28: Personal values in the digital era, July 2015

Key factors analysis

Factor one: living in the moment

Factor two: Seeking for balance between ego affirmation and conformity

Factor three: the two sides of social media

Figure 29: Personal value in digital era, July 2015

The diversity of twentysomethings in China

Figure 30: Cluster analysis based on personal value in digital era, July 2015

The Blinkered Urban Dwellers (17%)

The Aspiring Stargazers (17%)

Figure 31: Personal value in digital era cluster versus average, July 2015

The Indulgent Optimists (27%)

Figure 32: Personal value in digital era cluster versus average, July 2015

The Jaded Social Media Users (20%)

Figure 33: Personal value in digital era cluster versus average, July 2015

The Digital Enthusiasts (19%)

Figure 34: Personal value in digital era cluster versus average, July 2015

Appendix – Methodology and Definitions

Key driver analysis – Methodology

Interpretation of results

Figure 35: Key drivers of Users who frequently buy products on their smartphone – Key driver output, July 2015

Mintropolitans

Why Mintropolitans?

Who are they?

The “Lei Ren” Culture in China

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com