

## Digital Trends - China - July 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.



“Chinese consumers spend more money on technology products than people from the UK, Canada, the US or Brazil. In 2014, technology and communication account for 7.3% of total household expenditure in China making it the fifth largest spending sector .”

Ivy Jiang, Research Analyst

### This report looks at the following areas:

- What are the usage patterns across different consumer technology products?
- Who are the winners and losers in the dynamic digital technology landscape?
- What is the penetration of O2O services in China and what are the barriers to grow online door-to-door services?
- What online information resources do consumers use to research different products?

This report examines trends in consumer technology and online behaviour in China. This is the third report in the Digital Trends China series, building on Mintel's Digital Trends – China, June 2013 and Digital Trends - China, June 2014.

Personal computers, mobile phones, televisions, cameras, gaming consoles and wearable digital products are the major types of consumer technology products covered by this report.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto: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

# Digital Trends - China - July 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

Definition  
Methodology  
Abbreviations

### Executive Summary

Market trends  
The consumer  
Ownership of digital products  
Figure 1: Ownership of digital products, 2013-15  
Online activities on different devices  
Figure 2: Online activities on different devices, April 2015  
Emerging online activities  
Figure 3: Emerging online activities – Shopping and investment, April 2015  
Figure 4: Emerging online activities – O2O activities, April 2015  
Online information search channels  
Figure 5: Online information search channels by category, April 2015  
Attitudes towards digital products and online activities  
Meet the Mintropolitans  
Key issues  
Are consumers really abandoning PCs to do everything on mobiles?  
How well are consumers adopting online door-to-door services?  
How to improve brands' reach based on consumers' information search habits?  
What we think

### Issues and Insights

Are consumers really abandoning PCs to do everything on mobiles?  
The facts  
The implications  
How well are consumers adopting online door-to-door services?  
The facts  
The implications  
How to improve brands' reach based on consumers' information search habits?  
The facts  
The implications

### Market Trends

Key points  
Chinese spend more on technology products

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Digital Trends - China - July 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 6: Share of technology and communications in total consumer expenditure, by China, USA, Canada, UK and Brazil, 2015

86% of netizens access the Internet from mobile devices

Figure 7: The number of total netizens and mobile netizens in China, 2010-14

Mobile devices drive digital product sales

Figure 8: Desktop, laptop, tablet and smartphone sales in China, by volume and growth, 2010-14

Chinese consumers are open to digital marketing

More spending but on fewer products

Figure 9: Digital products ownership – Number of products, March 2013, March 2014 and April 2015

## The Consumer – Ownership of Personal Computers

Key points

Personal computers are losing appeal

Figure 10: Personal computer ownership, March 2013, March 2014 and April 2015

More room to grow for tablets and eReaders as income grows

Figure 11: Personal computer ownership, by monthly household income and city tier, April 2015

Singles like laptops; families with children like eReaders

Figure 12: Personal computer ownership, by marital status and children in household, April 2015

## The Consumer – Ownership of Mobile Phones

Key points

Trends in ownership

Figure 13: Mobile phone ownership, March 2013, March 2014 and April 2015

One fifth of low income households still own a non-smartphone

Figure 14: Mobile phone ownership, by monthly household income and city tier, April 2015

## The Consumer – Ownership of Televisions

Key points

Half of households surveyed now own a smart TV

Figure 15: Television ownership, March 2013, March 2014 and April 2015

Tier two and three cities are not lagging behind tier one in smart TV adoption

Figure 16: Television ownership, by demography, April 2015

## The Consumer – Ownership of Other Types of Digital Products

Key points

Ownership of wearable products goes up

Figure 17: Other types of digital products ownership, March 2014 and April 2015

Gaming console industry hopes for growth after the Government lifts ban

Figure 18: Other types of digital products ownership – China and UK, April 2015 (China) and November 2014 (UK)

Wealthy households own more niche digital products

Figure 19: Other types of digital products ownership, by monthly household income and city tier, April 2015

## The Consumer – Online Activities on Different Devices

Key points

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Digital Trends - China - July 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.

Desktops/laptops remain to be relevant while mobile devices are increasingly used for light activities

Figure 20: Online activities on different devices, March 2014 and April 2015

Males and elder consumers rely more on desktops

Figure 21: Selected online activities on desktops, by demography, April 2015

Young consumers use more laptops to conduct online activities

Figure 22: Selected online activities on laptops, by demography, April 2015

Tier one cities' consumers tend to use tablets for working

Figure 23: Selected online activities on tablets, by monthly household income and city tier, April 2015

Young adults aged 20-24 are more active on mobile social networking

Figure 24: Selected online activities on smartphones, by demography, April 2015

### The Consumer – Emerging Online Activities – Shopping and Investment

Key points

Half of surveyors have done overseas online shopping in the past

Figure 25: Emerging online activities – Shopping and investment, April 2015

25-39-year-olds are more exploratory online shoppers

Figure 26: Emerging online activities – Shopping and investment, by age, April 2015

### The Consumer – Emerging Online Activities – O2O Activities

Key points

People who start managing things online develop a habit

Figure 27: Emerging online activities – O2O activities, April 2015

Figure 28: Emerging online activities – O2O activities, by loyalty and usage ratio, April 2015

Who are the core users?

Figure 29: Selected emerging online activities have done – O2O activities, by gender and age, April 2015

Figure 30: Emerging online activities have done – O2O activities, by monthly household income and city tier April 2015

Low earners are more likely to drop out once there is no discount incentive

Figure 31: Repeat rates of booking door-to-door services online and booking a taxi online, by household income, April 2015

### The Consumer – Barriers to Using Online Door-to-door Services

Key points

Consumers' main concerns about online door-to-door services are around quality and safety

Figure 32: Reasons for not trying online door-to-door services, April 2015

Young consumers tend to be more worried about hidden costs

Figure 33: Reasons for not trying online door-to-door services, by age and income, April 2015

### The Consumer – Online Information Search Channels

Key points

Online shopping websites are the first stop for information searches

Figure 34: Online information search channel, by category, April 2015

Wine

Beauty products

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

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

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Digital Trends - China - July 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.

Technology products

Health supplements

## The Consumer – Attitudes towards Digital Products and Online Activities

### Key points

Watching multi-screens has become a lifestyle

Figure 35: Digital product usage habits, April 2015

Interest in the latest digital trends doesn't necessarily lead to purchase

Figure 36: Attitudes towards following digital trends, April 2015

Half of consumers check online offers before buying something

Figure 37: Importance of online to making a purchase, April 2015

Concerns over app and payment security exist, but only a few are rejecting these services

Figure 38: Attitudes towards online information security, April 2015

## The Consumer – Meet the Mintropolitans

### Key points

Why Mintropolitans?

Who are they?

Figure 39: Demographic profile of Mintropolitans versus Non-Mintropolitans, by gender, age and personal income

Figure 40: Demographic profile of Mintropolitans versus Non-Mintropolitans, by marital status, city tier and education level

Wider ownership of digital products reflects leisure lifestyle

Figure 41: Selected digital products ownership, by consumer classification, April 2015

Leaping ahead in adopting O2O services

Figure 42: Experience with selected emerging online activities, by consumer classification, April 2015

Pay attention to specialised shopping channels and brands' official websites

Figure 43: Online information search channels by category, by consumer classification, April 2015

Willing to keep up with the latest digital trends

Figure 44: Attitudes towards digital products and online activities, April 2015

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

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

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)