

## Marketing to Teens - China - September 2016

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"Chinese teenagers are more digitally savvy than older generations. This makes them feel globally connected and gives them easier access to information and knowledge, but also exposes them to many distractions from school work and places them under a high level of competitive pressure."

— Alina Ma, Senior Research Analyst

### This report looks at the following areas:

- The balance between teen-liked and parent-approved
- No longer happy with traditional ways of studying
- On their way to independence but not there yet
- New minds are diverse: becoming bold vs sticking to the comfort zone
- Rise of the girl economy

Chinese teenagers have limited purchasing power, especially those aged 13-15, and therefore rely heavily on parents when it comes to purchasing products. Parents and teenagers have different purchasing values and priorities, ie health benefits vs sensorial excitement.

Study is still teenagers' top priority so incorporating interactive, entertaining and relaxing elements into products can appeal to them. The majority have hobbies outside school, some of which are niche activities. 'Fun' is most desired and it is crucial for brands to convey this through products and communications.

Compared to older cohorts, Chinese teenagers are more globally connected and confident. Most are well protected by their parents and are less worried about the future, but they are mentally immature and incapable of managing stress or solving problems in life. As a result, not all of them want to be independent and some prefer following in their parents' footsteps.

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## The Implications

### Teenagers overview

#### Demographic overview

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June 2016

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## Attractive Packaging Features

Packaging playing a big role in purchase

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