

Marketing to Young Families - China - February 2020

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“Changes in parents’ attitudes towards teaching and parenting have directly influenced their preferences when choosing child-related products and services.”
- Alan Xie, Associate Research Analyst

This report looks at the following areas:

- Increasingly accepted free-range parenting attitude and the power of sports concept marketing
- Digital parenting, including online learning tools, intellectual toys and wearable devices, is welcomed by young parents
- Social commerce more than merely a portal to e-commerce, ensures increased audience trust and engagement

Free-range parenting, which differs from traditional thinking, is increasingly accepted. Young parents are more likely to encourage their children to participate in various activities, including sports and other skills training, and are more aware of the effectiveness and convenience of digital parenting. As such, young parents are more accepting of online learning tools, educational toys and wearable devices in child-rearing. In addition, social commerce could play a more important role in both communication and marketing. It is important for brands to develop new products and new marketing strategies to stay successful in the highly fragmented child-related market.

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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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