

# Digital Trends – Q4 – China – December 2020

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## This report looks at the following areas:

Ownership of smart speakers increased from 47% in Q1 to 57% in Q4. This is mainly driven by more adoption from Mintropolitans, new brand entry and new-generation product launches. Apps that feature a specific theme or subculture have seen more active daily usage.

Mintel thinks there are four future opportunities to notice in the consumer digital products.

The majority of consumers have a desire for high-end digital devices. Mature people aged 30–49 are key potential buyers rather than Gen-Zers.

Acoustic experience will emerge into a major consumer trend in digital products.

Current ownership of smart TVs is not yet high, suggesting there is room for improving penetration. Smart TVs with strengthened audio and connectivity will motivate TV upgrades.

Paying for knowledge content on apps is niche. Considering that leisure spending skews towards learning and self-improving, apps can be more specialised to cash in via knowledge content.



“Driven by Mintropolitans, smart speakers have improved penetration throughout the four quarters in 2020. Acoustic experience is to highlight for capturing future growth opportunities. Young people (eg Gen-Zers) are not the panacea. High-end digital devices, such as VR devices, may want to re-examine the targeting and positioning strategies.”

– Saskia Zhao, Senior Research Analyst

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