

## Marketing to Men - China - September 2020

Report Price: £3302.97 | \$4460.00 | €3717.16

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“Men show high willingness to spend more on self-improvement in appearance and fitness, as well as taking more responsibility in family purchases. Being long exposed with diversified information from social media to ecommerce platforms, men have become more capable of applying technology to make life convenient and comfortable.”

– Gloria, Research Analyst, 30 September, 2020

This report looks at the following areas:

This report will look at the following areas:

- The impact of COVID-19 on marketing to men and the key trends after COVID-19.
- Men's financial independence.
- Usage of different types of apps and priorities when purchasing gifts for different recipients.
- Priorities in different life aspects and their ideal image.
- Consumption attitudes towards what to spend on, who will influence the purchasing decision and when to make the purchase.
- Preferred advertising content.

Marketing has long been predominantly targeting women and underserving men. However, with considerably high financial independence and consumption intention, the men's market is receiving more attention, and more brands are looking for ways to better cater to a broader spectrum of male consumers' needs.

Men nowadays have more freedom to be themselves. They neither give up their own hobbies and entertainment time nor appear to be male chauvinists and push away the responsibility of caring for families on to females. They increasingly welcome elegant and sophisticated lifestyle values, not only in self-image management but also in home lives and health-related segments. Understanding such emerging trends in men's modern role in society will surely help brands rethink their winning strategies when marketing to men.

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