

# Marketing to Young Families - China - May 2021

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## This report looks at the following areas:

- The COVID-19 Impact
- Influential Information Channels
- Exclusive Care for Kids
- Brand Preferences: Foreign vs. Domestic
- Interests in Parent-Child Activities Themes
- Attitudes towards Raising Child

Impacted by COVID-19, parents have been spending more time at home, and are having more interaction and communication with each other even in the post-COVID-19 era. Driven by the strengthened family bond, parents increasingly emphasise providing their children with exclusive care in terms of their food, wearing and personal care products, making more purchasing online, and considering kids' opinions when making purchasing decisions.

Meanwhile, in addition to a visible willingness to trade up in kids' consumption, modern young parents are more open-minded towards new concepts in education. The engrained perception is that Chinese parents generally take a "tiger parenting" approach and have high expectations for kids' future careers. One trend found in this Report is that young parents are becoming more willing to give their children encouragement, freedom, and support. Additionally, one way to help brands win the preferences of young parents is to help them develop their children's independence, responsibility, and positive attitudes towards life.



"The market for products aimed at children and their parents keeps on growing as parents seek out increasing specialised and exclusive ways of caring for their children. Young parents' attitudes towards family lifestyles and education are changing, influenced by diversified socialising channels."

– Gloria, Research Analyst

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