



Digital Trends – Q2 – China – 2021

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This report looks at the following areas:

- Digital device ownership development and changes
- Online activities throughout various digital devices eg smartphones, desktop/laptop, tablets and Smart TVs
- Key digital platforms usage and frequency
- Why consumers use short video apps?
- Various occasions that consumers watch short video apps in their daily life
- Different video content preference by consumers between short video and medium video

Consumers' digital lives are ever-changing. The COVID-19 outbreak has presented opportunities in non-essential digital devices, while consumers' renewed interest in wearables creates new points of innovation for its ecosystem. Distance learning and healthcare, which have become important since the COVID-19 outbreak, will drive the demand for smart speakers and other smart household accessories.

Video content has become an important resource for consumers' leisure and entertainment, as well as ecommerce, life skills, travel inspiration and more. Interest in the virtual world has also escalated beyond animation and virtual idols, starting to take over mainstream platforms. Other developments, including digital RMB, cryptocurrencies and NFTs, further pique consumers' interest and participation in virtual activities.

Digital native Gen Z consumers pivot towards interest-based communities to bond with creators and other users who share similar values, mindsets and interests. Through conversations and content on these platforms, brands can integrate into their growth and identity exploration journey.



“The COVID-19 outbreak has presented opportunities in other devices, such as wearables, smart speakers, and smart household accessories. Video-based content in various formats and duration are now important resources for consumers' leisure and entertainment, eCommerce, skills and knowledge, travel inspiration, and more.”

– Hui Tse Gan, Research Analyst

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