

Marketing to Men - China - 2022

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This report looks at the following areas:

- Daily routine and segmentation analysis
- Online activities and entertainment needs
- Gender role attitudes and family perception
- Attractive ad styles and efficient ways of marketing
- Perception of "golden years" and desire to "feel young"
- Collection store brand preference and lifestyle pursuit

Although uncertainty has led to higher financial and mental health pressures, men are still willing to take more responsibility and be more involved in family duties. Therefore, they are restricting some individual consumption and focusing more on family needs. Especially after having kids, men live more actively and seek suitable products and services for the family.

Nevertheless, men's needs for themselves should not be overlooked. Deep inside, men chase self-identity and sometimes "temporary escape" from social and family roles. Brands should also pay attention to men's self-needs and encourage them to express and pursue the lifestyles they long for, especially the sense of joyfulness and freedom they used to experience when they were young.

It is worth noting that men's national pride could influence their brand choice. This is not simply about being of China-origin but includes a sense of nostalgia, with a preference for brands that have a connection to the environment they grew up in. It is important for brands to combine their image with localised and down-to-earth expressions when targeting men.



"Men's attitudes towards marriage, family and social roles, lifestyle and personal pursuits have been changing recently, which generates new opportunities for brands. Their increasing involvement in family activities enables brands to explore targeting men's family role."

– Frank Zhang, Senior Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definitions

EXECUTIVE SUMMARY

- **The market**
- **Late marriage becomes men’s active choice**
Figure 1: First marriage age, China, 1990-2020
- **Financial uncertainty concerns increase**
Figure 2: Confidence in future financial situation, “I am very confident that it will” + “I am somewhat confident that it will”, October 2021 - October 2022
- **Indoor fitness economy on the rise**
Figure 3: Fitness venue comparison – at-home fitness, by age, 2021 VS 2022
- **“Feeling young” for men is more about positive mindset**
- **Brands make efforts to meet men’s needs for a “temporary escape”**
- **Companies and brands**
- **Telling sentimental stories of fathers and sons and how brands can help**
Figure 4: Tuhuyangche 10th-anniversary campaign, 2021
- **Luxury brand encourages men to dress casually and relax**
Figure 5: Hermès men’s summer collection, 2022
- **Playful collaboration targeting men’s unspoken shame**
Figure 6: Rio and Bawang collaboration gift pack, 2021
- **The consumer**
- **Chinese men actively participate in household labour**
Figure 7: Daily routine, by sectors, 2022
- **Online entertainment plays a key role in men’s lives**
Figure 8: Online activities, 2022
- **Contradiction between traditional social roles and self-desire**
Figure 9: Gender role attitudes, 2022
- **Active and encouraging ad style on par with a sense of calmness**
Figure 10: Most attractive ad styles, 2022
- **19-34 represents an energetic age bracket with “infinite possibilities for the future”**
Figure 11: Golden age perception, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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- **Lifestyle collection stores from domestic brands, especially technology brands, receive strong support**

Figure 12: Lifestyle collection store brand preference, 2022

- **What we think**

ISSUES AND INSIGHTS

- **Explore “feeling young” through self-exploration**

Figure 13: L’Oréal Paris Men Expert X Ultraman, 2022

- **Tap into fathers’ involvement in child-raising**

Figure 14: OPPO, Joy of Fatherhood, 2022

- **Attract preference by leveraging men’s national pride**

Figure 15: Tsingtao Beer’s “to the next century”, 2022

MARKET FACTORS

- **Late marriage becomes men’s active choice**

Figure 16: Citizen first marriage age, China, 1990-2020

- **Financial uncertainty concerns increase**

Figure 17: Confidence in future financial situation, “I am very confident that it will” + “I am somewhat confident that it will”, October 2021 - October 2022

- **Indoor fitness economy on the rise**

Figure 18: Fitness venue comparison – at-home fitness, by age, 2021 VS 2022

- **“Feeling young” for men is more about a positive mindset**

Figure 19: Interest in activities while travelling, selected items, by gender and age, 2022

Source: KuRunData/Mintel, May 2022

- **Creating social media buzz by helping employees look for partners in ads**

Figure 21: Bainianhutu subway marriage ads for male employees, 2022

- **Telling sentimental stories of fathers and sons and how the brands can help**

Figure 22: Tuhuyangche 10 anniversary campaign, 2021

NEW PRODUCT TRENDS

- **Luxury brand encourages men to dress casually and relax**

Figure 23: Hermès men’s summer collection, 2022

- **Mind-stimulating formula of luxury sports car brand’s energy drink**

Figure 24: Tonino Lamborghini energy drink, 2022

- **Playful collaboration targeting men’s unspoken shame**

Figure 25: Rio and Bawang collaboration gift pack, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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DAILY ROUTINE

- Chinese men actively participate in household labour**
Figure 26: Daily routine, by sectors, 2022
- 30-49 males facing both family and work pressure**
Figure 27: Daily routine, selected items, at least three days a week, by age, 2022
Figure 28: Daily routine, selected items, at least three days a week, by city tier, 2022
- Usage of BPC products drops dramatically after 35**
Figure 29: Daily routine, "using skincare products", by age and marital status, 2022
Figure 30: Daily routine, selected items, at least three days a week, by monthly personal income, 2022

ONLINE ACTIVITIES

- Online entertainment plays a key role in men's lives**
Figure 31: Online activities, 2022
Figure 32: Online activities, rebased, 2022
- Fewer me-moments reflect the curse of 'hurtling towards middle age' at 35**
Figure 33: Online activities, selected items, at least three days a week, by age, 2022
- Online socialing is more popular in tier 1 cities**
Figure 34: Online activities, selected items, at least three days a week, by city tier, 2022

GENDER ROLE ATTITUDES

- Contradiction between traditional social roles and self-desire**
Figure 35: Gender role attitudes, 2022
- Personal demands of family men underestimated**
Figure 36: Gender role attitudes – any agree, by parental status, 2022
- City tier and personal income aren't differentiators in men's perception of family gender role**
Figure 37: Gender role attitudes, selected items – any agree, by city tier and personal income, 2022

MOST ATTRACTIVE AD STYLES

- Active and encouraging style on par with a sense of calmness**
Figure 38: Most attractive ad styles, 2022
- Young and middle-aged fathers respond more positively to ads**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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Figure 39: Definition of men’s demographic segmentation, 2022

Figure 40: Number of attractive ad styles, by demographic segmentation, 2022

- **Middle-aged fathers need encouragement, while older men want to enjoy a sense of calmness in nature**

Figure 41: Most attractive ad styles, selected items, by demographic segmentation, 2022

- **Young fathers pursue tech and lifestyle with differences emerging between tier 1 and other cities**

Figure 42: Most attractive ad styles, selected items, by demographic segmentation, 2022

PERCEPTION OF “GOLDEN YEARS”

- **19-34 represents an energetic age bracket with “infinite possibilities for the future”**

Figure 43: Golden age perception, 2022

Figure 44: Perception of “golden years” – comparison to current age, by current age, 2022

- **Having kids increases men's happiness**

Figure 45: Perception of “golden years”, combined items, by age and parental status, 2022

- **Men from Beijing and Jinan miss childhood most, while men from Chengdu have more confidence in middle age**

Figure 46: Perception of “golden years”, combined items, by city, 2022

LIFESTYLE COLLECTION STORE BRAND PREFERENCE

- **Domestic brands, especially technology brands, receive strong support**

Figure 47: Lifestyle collection store brand preference, 2022

- **Communicating to better-off and family men with lifestyle concepts is more effective**

Figure 48: Lifestyle collection store brand preference, average number of selections, by age, personal income and parental status, 2022

- **Early thirtysomethings show higher interest in domestic auto and home appliance branded collection stores**

Figure 49: Lifestyle collection store brand preference, selected items, by age, 2022

- **Opposite preferences in food and beverage sector depending on age**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 50: Lifestyle collection store brand preference, selected items, by age, 2022

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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