

# Digital Trends - 2H - China - 2022

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## This report looks at the following areas:

- Ownership and purchase interest in various technology devices
- Consumers' usage of popular apps/websites on their devices (primarily smartphones)
- Consumers' awareness level and their understanding of the metaverse
- Activities in the metaverse consumers would be interested in trying
- Consumers' attitudes towards the metaverse

Consumers' lives are becoming increasingly digital, with the pandemic acting as a catalyst. Some online entertainment solutions, such as cloud tourism and concert live streaming, were increasingly favoured by people in 2022. Although the loosened pandemic policies enable people to travel more easily, these technologies remain essential for enhancing consumers' online and offline experiences.

The accelerated construction of 5G network infrastructure laid a solid foundation for the growth of 5G smartphones. As for online activities, the smartphone still dominates consumer screen time, with social media and short video platforms remaining the most widely used apps.

The metaverse has been one of the biggest buzzwords in China in the recent two years. Companies from tech to retail to entertainment have announced their metaverse aspirations, and consumers are excited to join the party. Mintel's data indicates that Chinese consumers have a high awareness of the metaverse and positive attitudes towards it. Brands and digital service providers should consider developing more practical applications to encourage more participation from consumers.



"The metaverse is still developing, but some early adopters have already expanded the technology into various areas or applied the concept in brand marketing campaigns."

- Toby Xu, Research Analyst

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