

# Marketing to Young Parents in Lower Tier Cities - China - 2022

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## This report looks at the following areas:

- Trends in children's fashion: parent-child communication on outfit choices both an opportunity and a risk
- Changes in parenting concepts: digital parenting and the rise in awareness against 'tough raising'
- Preferences for parent-child activities: orderly and themed curriculum and activities to expand horizons
- Innovations in marketing models: opportunities in precise content marketing and purchases from official channels

The parenting methods and concepts of young parents in lower tier cities are approaching those of their counterparts in tier 1 and tier 2 cities; giving up on conventional ideas, they are trying to provide children with a variety of life experiences, allowing them to enjoy a fuller life. However, they must remain vigilant and not focus too much on the disadvantages of a stricter upbringing at the expense of overlooking the risks of indulgent parenting.

Young parents in lower tier cities are shifting their focus on fashion trends from children's fashion to educational toys/sports equipment. Developing children's hobbies and cultivating their awareness are gaining more traction.

Meanwhile, unlike their counterparts in tier 1 and tier 2 cities, lower tier city parents still hold some traditional ideas on raising their kids. They are relatively lacking in experience in managing the way children use digital products. And they have a stronger belief in gender differences. Brands need to seek a balance between innovation and tradition when developing marketing strategies.

The various digital parenting methods could not only help brands precisely target consumers in lower tier cities, its integration of tech, content and scenarios may also help drive growth in private channels and cultivate users' loyalty.



"Young parents in lower tier cities are increasingly embracing modernised ways of parenting, and expect to gain inspirations on parenting methods and activities through a variety of channels, to create an unregrettable childhood for their kids."  
- Gloria Gan, Research Analyst

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## Table of Contents

### OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Objective and methodology**
- **Quantitative research methodology**  
Figure 1: The sample structure for each city is as follows:
- **Qualitative research methodology**  
Figure 2: Interviewed cities in the qualitative research  
Figure 3: Profiles of respondents to the qualitative research

### EXECUTIVE SUMMARY

- **The market**
- **Mid-late-stage urbanisation spawns new challenges and opportunities for industrial structure development in lower tier cities faces**  
Figure 4: GDP sector compositions, by city tier, 2018-20
- **COVID-19 outbreaks affect the consumption environment in lower tier cities more greatly than tier 1 cities**  
Figure 5: Total retail sales and year-on-year growth rate of consumer goods, by city tier, 2018-20
- **Lower tier city consumers tend towards conservative consumption behaviours despite limited immediate impact of the outbreak**
- **Confidence in financial situation rebound steady in lower tier cities but will be indirectly affected by tier 1 and 2 cities**  
Figure 6: Confidence in improving future finances – Very confident/somewhat confident, by city tier, 2020-22
- **The Consumer**
- **Parent-child communication on outfit choices both an opportunity and a risk**  
Figure 7: Attitudes towards raising children – Selected items, by age, 2021
- **Digital parenting and the awareness against ‘tough raising’**  
Figure 8: Selected attitudes towards child-rearing – Agree, by age, 2021
- **Orderly and themed curriculum and activities**  
Figure 9: Cultivating children’s awareness, by age of youngest child, 2021
- **Opportunities in precise content marketing and purchases from official channels**  
Figure 10: Interests on child-related content posted/pushed/introduced by KOLs, by age, 2022

### What's included

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

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• **What we think**

**INTRODUCTION TO LOWER TIER CITIES IN CHINA**

- **Mid-late-stage urbanisation spawns new challenges and opportunities for industrial structure development in lower tier cities faces**  
Figure 11: GDP sector compositions, by city tier, 2018-20
- **COVID-19 outbreaks affect the consumption environment in lower tier cities more greatly than tier 1 cities**  
Figure 12: Total retail sales and year-on-year growth rate of consumer goods, by city tier, 2018-20
- **Real income growth slowing down in lower tier cities**  
Figure 13: Per capita annual salary, by city tier, 2018-20
- **Proportion of single, unmarried people in high-income groups in lower tier cities is approaching that of tier 1 cities**  
Figure 14: Family structure of respondents, by city tier, 2019-June 2022
- **Car ownership and gym membership penetration rates comparable to tier 1 and tier 2 cities**  
Figure 15: Car ownership and gym membership, by city tier, 2017-June 2022

**MARKET FACTORS**

- **Lower tier city consumers tend towards conservative consumption behaviours despite limited immediate impact of the outbreak**  
Figure 16: Impact of COVID-19, by city tier, 2022  
Figure 17: COVID-related actions in future, by city tier, 2022
- **Confidence in financial situation rebound steady in lower tier cities but will be indirectly affected by tier 1 and 2 cities**  
Figure 18: Confidence in improving future finances – Very confident/somewhat confident, by city tier, 2020-22
- **Home appliances leading trading up in various categories, while commercial centres march into lower tier market**
- **Leisure and entertainment market has considerable room for growth, while ‘social economy’ offers great potential**  
Figure 19: Ways of de-stressing, by city tier, 2022

**PARENT-CHILD COMMUNICATION ON OUTFIT CHOICES BOTH AN OPPORTUNITY AND A RISK**

- **Most parents consider sporty styles gender-neutral**  
Figure 20: Attitudes towards gender-neutral childrenswear – Interview excerpts, 2022

**What's included**

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

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Report Price: £3695 | \$4995 | €4400

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- Though with strong beliefs in gender differences, parents are aware that children think different**  
Figure 21: Clothes styles to purchase for/dress children – Interview excerpts, 2022  
Figure 22: Channels to know about children fashion trends – Interview excerpts, 2022
- Opportunities and risks exist in gender-inclusive marketing in children’s fashion**  
Figure 23: Attitudes towards raising children – Selected items, by age, 2021
- IP collaborations become the new favourite for parents of 0–6 boys**  
Figure 24: Purchase intentions of IP collaboration products for children, by age, 2021
- The connection between children’s IP and arts and culture sector**  
Figure 25: FILA KIDS x Shaun the Sheep x V&A Museum, 2021
- Sporty gender-agnostic trends in children’s fashion**  
Figure 26: MiniPeace genderless sportswear series Xin chao wan jia, 2022

## DIGITAL PARENTING AND THE AWARENESS AGAINST TOUGH RAISING

- Digital parenting widely accepted, yet lacks management experience**  
Figure 27: Attitudes about children’s usage of digital products – Interview excerpts, 2022  
Figure 28: Managing children’s usage of digital products – Interview excerpts, 2022
- Accepting that ‘indulgent raising’ could enrich children’s life**  
Figure 29: The awareness against ‘tough raising’ method – Interview excerpts, 2022
- The influence of popular trends on purchasing for children shifts from clothes to educational toys/sports equipment**  
Figure 30: Influence on choices of products from others or trends, by age, 2021
- Young parents are more opposed to the traditional way and have a more sensible view towards digital parenting**  
Figure 31: Selected attitudes towards child-rearing – Agree, by age, 2021
- Digital-smart parenting content helps brands drive growth in private channels**  
Figure 32: Pampers X Snapchat AR children’s classics, 2022
- Develop empathy through spiritual indulgence**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 33: The Beast Home x Shanghai Animation Film Studio co-branding series, 2022

Figure 34: Love & Poems campaign of Hopewater on Children’s Day on 1 June 2022

**ORDERLY AND THEMED CURRICULUM AND ACTIVITIES**

- Strong awareness of phase-based learning and development**

Figure 35: Developing hobbies for children – Interview excerpts, 2022

Figure 36: Concepts on hobby development of children – Interview excerpts, 2022
- Broadening knowledge scope is popular**

Figure 37: Attitudes and interests towards emerging parent-child leisure activities – Interview excerpts, 2022
- Programming courses for children become popular**

Figure 38: Participation and interests of parent-child activities – Select, by age of youngest child, 2021
- Cultivating children’s awareness of sustainable lifestyles is of top priority**

Figure 39: Cultivating children’s awareness, by age of youngest child, 2021
- Create family experience check-in opportunities to improve customer loyalty**

Figure 40: Holiday Inn x Nintendo Switch, Tencent partnered to launch Super Mario Party family-themed experience, 2021
- Extend the classroom to consolidate learning in the field**

Figure 41: Kayoudidai non-for-profit parent-child event “On the road, Women drive”, 2022

**OPPORTUNITIES IN PRECISE CONTENT MARKETING AND PURCHASES FROM OFFICIAL CHANNELS**

- Short video marketing penetrates child-rearing**

Figure 42: Information channels and relevant content of parenting – Interview excerpts, 2022

Figure 43: Attitudes towards child-rearing content – Interview excerpts (other feedback), 2022

Figure 44: Attitudes towards parenting content – Interview excerpts (positive feedback), 2022
- Different modes for online and offline brand activities**

Figure 45: Offline activities provided by brands – Interview excerpts, 2022

Figure 46: Online activities provided by brands – Interview excerpts, 2022

**What's included**

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

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- **Children's food and beverage content most popular; needs for education information yet to be met**

Figure 47: Interests on child-related content posted/pushed/introduced by KOLs, by age, 2022

- **Young parents less responsive to exchanging for gifts with points and cashback on purchases**

Figure 48: The appeal of brand membership activities, by age, 2021

- **Maximise the pin function in short videos**

Figure 49: The 'frame-based' function launched by Haokan Video, 2021

- **Make differentiation of customisation and prizes (not for sale) valuable**

Figure 50: Limited edition thermos and member-only products for signing up with Sanrio Fans Club, 2022

## APPENDIX

- **Abbreviations**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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