

Marketing to Gen Z - China - 2022

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This report looks at the following areas:

- Changes in living and financial situation of Gen Z under the impact of COVID-19
- Lifestyle facts and habits observation and analysis
- Interest in virtual experiences and segmentation analysis
- The link between apparel brand preferences and occasions
- Mindsets, self-evaluation and mental issues faced by different groups
- The connection between life attitudes and product perception of necessities and premium
- Preference for different brand personalities

One of the core characteristics of Generation Z is inclusiveness. Facing the slowing economic growth and unpredictable pandemic impacts, Gen Zers are trying hard to adapt to the changes and explore the possibilities of their own, while making the best of their time to pursue whatever they love and to experience whatever they are interested in, from daily necessities to new technologies.

This doesn't mean that Gen Zers are just a pleasure-seeking or materialistic group. They pay a lot of attention to self-enhancement and self-exploration. They try to keep fit and healthy while working hard for a better financial situation, even full-time students. Nevertheless, they are willing to spend money to reward themselves, especially with products of brands that match their own personal interests and values, instead of what others are chasing. It indicates that new brands and new products can earn their preference quickly if they cater for the needs, physically or mentally, of Gen Zers.

It is worth noting that Gen Zers would pay a premium for daily used personal products like perfume and personal care appliances to cheer themselves up in daily life. A correlation has been observed between the willingness to purchase premium products and emotional stability. How to help Gen Zers form a



"The key to marketing to Gen Z is understanding their diversity and inclusivity. They are more open to new thinking, culture, trends and lifestyles, while at the same time, well aware of the learnings older generations have left them."

– Gloria Gan, Lifestyle Analyst

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personal environment for a good mood might be a potential direction for brands to explore.



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