



Evolving Retailing Trends: Guochao - China - 2022

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This report looks at the following areas:

- What triggers Chinese consumers' national pride?
- The Guochao elements that consumers are most interested in
- Changes in spending on Guochao products
- Purchase drivers for Guochao products, especially time-honoured brands
- Interested Guochao marketing innovations
- Guochao's impact on brand preference

More than half of surveyed consumers are interested in Chinese classic symbols when they think about Guochao, and traditional cultural elements rank as the top purchase driver for Guochao products. This shows that the application of Chinese traditional cultural elements in product design and marketing has become a must-have if brands want to tap into the Guochao retail trend.

The trend keeps evolving, and the secondary creation of the classic and digitalised presentation of traditional cultural elements will become a new recipe for brands' success. When it comes to time-honoured brands, the opportunity lies in using the traditional wellbeing concept and catering specifically to Chinese lifestyles as key selling points.

The repeated outbreaks of COVID-19 since early 2022 have already impacted consumers' financial situation and spending confidence to a certain degree. This may make consumers more price-sensitive. Domestic brands featuring affordable prices and quality assurance will likely gain favour.

International brands need not be discouraged, however. Nowadays, consumers' purchase decisions are no longer biased. International brands can increase their appeal by harnessing localisation campaigns. When communicating with Chinese consumers, international brands need to demonstrate a profound understanding of and respect for traditional Chinese culture as well as their values, so as to resonate with the national pride among the young generations.



"Guochao is a trend of dynamic development, with traditional culture as its core value. It is necessary for brands to demonstrate their on-trend spirit through form/content innovation, such as digitalisation and fusion of popular culture."

- Blair Zhang, Research Analyst

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