

Technology Habits of Gen Z - China - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Online activities of Gen Z across widely owned digital devices
- Gen Z's behaviour towards technology, including obtaining information obtaining, purchasing and sharing
- Awareness, use and interest in emerging digital services/experiences
- For which areas Gen Z use technology products/services
- Gen Z's attitudes towards smart home products and technology

With increasing disposable income from full-time jobs and other sources, Generation Z has become a powerful consumer force. They are independent, ambitious, and willing to invest in technology to improve their lives and work productivity.

As technology trendsetters, Gen Zers often turn to social media for information about new products and emerging concepts. At the same time, they are knowledgeable and cautious when it comes to purchasing technology products, opting for more advanced features and affordable options.

Mintel's data shows that 91% of Gen Zers have tried at least one of the surveyed emerging digital services or experiences, demonstrating their high level of engagement and enthusiasm for emerging technologies. They are actively adopting emerging technologies to simplify work and get personalised services, freeing up time for more meaningful activities.

To target these digital natives, brands must understand their interests and optimise the user experience to keep them engaged. Additionally, they can provide products and services that add value to the lives of Gen Zers in terms of convenience and entertainment.



"As adept technology users, Gen Z actively embrace emerging technologies and are willing to invest in cutting-edge products. At the same time, they remain cautious and rational in their purchasing decisions"

– Toby Xu, Research Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

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

EXECUTIVE SUMMARY

- **The market**
- **Spending power grows**
Figure 1: Monthly personal disposable income of Gen Z, December 2020 vs February 2023
- **Sources of income have diversified**
Figure 2: Income sources of Gen Z, December 2020 vs February 2023
- **Areas of interest remain stable**
Figure 3: Changes in areas of interest of Gen Z, December 2020 vs February 2023
- **Companies and brands**
- **Digitalise traditional culture to appeal to Gen Z**
- **Engage Gen Z with virtual experiences**
- **Technology solutions for young pet lovers**
- **Portable products for outdoor needs**
- **Nostalgia marketing to build deeper emotional connection with Gen Z**
- **The consumer**
- **Smartphones account for bulk of Gen Zers' screen time**
Figure 4: Online activities across devices, 2023
- **Gen Z tend to be technology trend chasers with prudent consumption habits**
Figure 5: Behaviour towards technology, 2023
- **Gen Z are highly engaged and enthusiastic about emerging digital activities**
Figure 6: Digital experiences, 2023
- **Gen Z use technology to make life and work efficient and fun**
Figure 7: Application areas of technology, 2023
- **Smart home products need to bring more value beyond functionality to appeal to Gen Z**
Figure 8: Perceptions towards smart home products, 2023
- **Gen Z is open to technology but rational in consumption**
Figure 9: Attitudes towards technology, 2023
- **What we think**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

ISSUES AND INSIGHTS

- Promote emerging technologies tailored to Gen Z's interests**
Figure 10: VR fitness using PICO and Meta's short film 'Wish for the Extraordinary', 2023
- Help Gen Z achieve desired lifestyle through smart home technology**
Figure 11: Midea's 'Master, don't move' video marketing campaigns to promote its smart home solutions, 2023
- Market technology to Gen Z with family-centric strategy**
Figure 12: PICO and Huawei's family-centric marketing campaigns to promote their tech products, 2023

MARKET LANDSCAPE

- Spending power grows**
Figure 13: Monthly personal disposable income of Gen Z, December 2020 vs February 2023
- Sources of income have diversified**
Figure 14: Income sources of Gen Z, December 2020 vs February 2023
- Areas of interest remain stable**
Figure 15: Changes in areas of interest of Gen Z, December 2020 vs February 2023

MARKET HIGHLIGHTS

- Digitalise traditional culture to appeal to Gen Z**
Figure 16: Tencent's project to preserve Chinese traditional music digitally and the digital collectables from the Jinsha Site Museum, 2023
- Engage Gen Z with virtual experiences**
Figure 17: Pepsi's metaverse space, 2023
- Technology solutions for young pet lovers**
Figure 18: Lenovo's pet care machine A7 Pro and the Furry World app, 2023
- Portable products for outdoor needs**
Figure 19: Samsung's freestyle projector for outdoor use, 2023
- Nostalgia marketing to build deeper emotional connection with Gen Z**
Figure 20: vivo's remake of Chinese classic cartoon and Panasonic's nostalgia marketing, 2023

ONLINE ACTIVITIES ACROSS DEVICES

- Smartphones account for bulk of Gen Zers' screen time**
Figure 21: Online activities across devices, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Gen Zers with siblings tend to spend more of their time on smartphones**

Figure 22: Online activities on smartphones, only child Gen Zers vs Gen Zers with siblings, 2023

- **Noticing gender disparities in computer usage**

Figure 23: Online activities on desktop/laptop, by gender, 2023

BEHAVIOUR TOWARDS TECHNOLOGY

- **Gen Z tend to be technology trend chasers with prudent consumption habits**

Figure 24: Behaviour towards technology, 2023

- **Gen Z high earners are loyal brand fans and early tech adopters**

Figure 25: Behaviour towards technology – information obtaining behaviours, by monthly personal income, 2023

- **Aftersales and renting services interest Gen Z high earners, while low-income ones are keen on second-hand deals**

Figure 26: Behaviour towards technology – purchasing behaviours, by monthly personal income, 2023

- **Focus on connecting with Gen Z in the workforce**

Figure 27: Behaviour towards technology – information obtaining behaviours, Gen Zers in the workforce vs full-time students, 2023

DIGITAL EXPERIENCES

- **Gen Z are highly engaged and enthusiastic about emerging digital activities**

Figure 28: Digital experiences, 2023

Figure 29: Interest in continuing to use the following digital services/experiences among Gen Zers who have tried them, 2023

Figure 30: Interest in trying the following digital services/experiences among Gen Zers who haven't tried them, 2023

- **Affluent Gen Zers show enthusiasm for AI-backed services**

Figure 31: Digital experiences – have had and will continue, by rich and free lifestyle persona, 2023

- **Gen Zers with lower spending power seek entertainment experiences unattainable in real life**

Figure 32: Digital experiences – have not had but interested, by free and rich lifestyle persona, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

APPLICATION AREAS OF TECHNOLOGY

- Gen Z use technology to make life and work efficient and fun**
Figure 33: Application areas of technology, 2023
- Young women pay attention to health tech and creative tools**
Figure 34: Application areas of technology, by gender, 2023
- Gen Zers in tier 1 cities use technology more for productivity, while others more for entertainment**
Figure 35: Application areas of technology, by city tier, 2023

PERCEPTIONS TOWARDS SMART HOME PRODUCTS

- Smart home products need to bring more value beyond functionality to appeal to Gen Z**
Figure 36: Perceptions towards smart home products, 2023
Figure 37: TURF Analysis – perceptions towards smart home products, 2023
- Young women pursue convenient and ceremonial experiences, while young men value the fun of intelligent life**
Figure 38: Perceptions towards smart home products, by gender, 2023
- Gen Zers with siblings consider smart home products as convenient tools, while only children tend to view them as 'buddies'**
Figure 39: Perceptions towards smart home products, only child Gen Zers vs Gen Zers with siblings, 2023
- Bringing enjoyment and memorable times for young couples**
Figure 40: perceptions towards smart home – toys adding enjoyment to life, by relationship status, 2023

ATTITUDES TOWARDS TECHNOLOGY

- Gen Zers are excited about new technologies but still confused by too many emerging concepts**
Figure 41: Selected attitudes towards technology, 2023
- Exclusive and cutting-edge technology products interest young consumers**
Figure 42: Selected attitudes towards technology, 2023
- Gen Z tends to spend rationally on technology**
Figure 43: Selected attitudes towards technology, 2023
- Advanced intelligent features and high-tech brand image can impress Gen Z**
Figure 44: Selected attitudes towards technology, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**
- **TURF Analysis – Methodology**

Figure 45: Perceptions towards smart home

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.