

Managing Emotional Wellbeing - China - 2023

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This report looks at the following areas:

- Observation of key market trends and consumer attitude and behaviour in regard to managing emotional wellbeing.
- Innovative practices that can be inspirational for brands to develop either products or marketing communications in the future to resonate with consumers' needs for managing emotional wellbeing.
- Track the changes in the emotional wellbeing of consumers when compared with the previous few years and analyse different situations among different demographics.
- Explore the causes of emotional issues and the impacts of those issues to identify the core solutions and functions brands need to focus on to enhance consumer's emotional wellbeing.
- Discover the leisure/entertainment activities that can help consumers improve their emotional wellbeing.
- Discover the home appliances that can help consumers improve their emotional wellbeing.
- Decode future opportunities in terms of how brands/employers can cater to consumers' mental healthcare needs at the workplace.



“Stress ranks as the current top cause of emotional issue of Chinese consumers. The jobless, low-earners, young generations, solo-living consumers and new moms are seen as more vulnerable to mental issues.”

- Shannon Liu, Senior Research Analyst

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