

Digital Trends - 1H - China - 2023

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This report looks at the following areas:

- Ownership and purchase interest in various technology and digital devices.
- Consumers' usage of popular apps/websites on their devices (primarily smartphones).
- Consumers' awareness level and their understanding of generative AI.
- Functions and application areas of generative AI consumers would be interested in trying.
- Consumers' attitudes towards different aspects of generative AI.

China's rapid digitalisation continues to gather momentum. The pandemic has further driven consumers to use online services for everyday needs, from remote work to medical consultations. These services are rapidly ushering in a new era with advanced technologies and supportive government policies that promote standardisation and commercialisation.

As the pandemic recedes, online travel booking is experiencing a renaissance, with more people opting for outdoor experiences tailored to their preferences. Mobile devices, especially smartphones, remain consumers' preferred choice for conducting online activities. While home entertainment devices such as smart projectors and game consoles still have a place in the market, they remain niche market compared to the ubiquity of mobile devices.

Generated AI has become a buzzword this year, and domestic technology giants have invested heavily in building their own AI models. Despite the relative novelty of this technology, awareness of generative AI among Chinese consumers is high. However, the adoption of generative AI tools remains low due to the lack of available tools in the Chinese market. By making these tools more accessible and usable, brands can help consumers overcome initial barriers to adoption and encourage wider use of generative AI.



“Generative AI is revolutionising productivity. Chinese consumers show high awareness of this novel concept but the actual adoption rate of generative AI tools remains low. While valuing the positive impact of generative AI, Chinese consumers remain concerned about its potential risks.”

– **Toby Xu, Research Analyst**

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- Huawei
- Baidu
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