This report looks at the following areas:

- First, additional or replacement car purchase time of all age groups of car owners
- The transformation of traditional information channels and the competition among emerging platforms in the automotive industry
- Diverse and novel content presentation formats
- Looking into the elements and effects of automotive marketing cases
- Types of automotive KOLs on different platforms and their influence
- Attitudes towards car purchase: the advantages of online car purchase, willingness to share data and attention to WOM, etc

Automotive specialised platforms remain the primary information channels for car owners. However, as top players, under the influence of new media and new retail channels, specialised platforms and traditional outlets have all begun to accelerate digitalisation, combining digital technology capabilities such as AI with insights from the automotive industry to better build competitive advantages in terms of service offering.

In terms of content presentation formats of auto marketing, six in 10 car owners are more interested in car shopping festivals than before, only second to popular short videos. Compared to hard advertising, short videos, which are incorporated with life and entertainment scenes and shopping festivals full of various car peripherals, are more effective in expressing consumers’ real lifestyle attitudes, bringing brands closer to consumers.

It is worth noting that KOLs in the automotive industry are growing in numbers and content size, and social content marketing is becoming an accelerating trend in the automotive industry. Many brands have combined the professional ‘strong-tribe’ with the life and entertainment ‘pan-tribe’, which improved KOL’s marketing effectiveness.

“Automotive specialised platforms are still the main channel for consumers to access automotive information, while short video platforms with their short, straightforward and fast features are attracting more and more attention from consumers in the age of information fragmentation.”
– Austin Yuan, Research analyst
Compared to car marketing, online car retailing still has no breakthrough. However, consumers are still expecting the convenience of online sales services and the discounts they can bring. Among them, trade-in discount schemes have become one of the main factors driving consumers to buy cars online.
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Did you know?
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About Mintel

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