

Attitudes Towards Slow Living - China - 2023

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This report looks at the following areas:

- Consumers' living status in terms of freedom and flexibility in time
- Dynamics of consumers' lifestyle habits regarding fast-paced and slow-paced activities
- Consumers' behaviour and attitudes towards online distractions and willingness to change
- Worries and concerns about macro-environment, health issues, competitions, trends, and families
- The concept of slow living from consumers' perceptive and emerging DIY hobbies
- Changing lifestyle values in respect of the idea of success and pursuit of slow living

Only 26% of surveyed consumers hardly ever have to work overtime, and only half are free to arrange their weekends. The reality of long working hours and little workstyle flexibility has long been the norm in China, which has led to the lifestyle term 'slow living' increasingly earning attention and appreciation.

More people, especially young people who challenge the traditional idea of success the most, are rethinking its meaning and the so-called right paths of study, work and even marriage and childbirth. They are increasingly aware of the benefits of slowing down and desire more personalised sensory experiences to improve their happiness and ease anxiety.

Preferences towards slowing living differ by age group and location. Baking, handcraft, hand-brewed coffee, cocktail/drinks making – various leisure activities are gaining popularity. It shows brands there are opportunities to help consumers of different ages and regions identify their true problems, offer solutions and ultimately help them practice mindfulness in daily life.

However, consumers are caught in a predicament, continuously distracted by a flood of information because of digital habits like preferring watching short



"What people seek from slow living is not the ultimate consequence of slow reaction or slow thinking, but benefits such as a more meaningful life and not missing out on the most valuable things amid the fast pace of modern life."

– Gloria Gan, Senior Research Analyst

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videos to reading that they feel are hard to change or were not even aware of. It would be challenging for brands to go against the mainstream in a constantly changing world where the day is full of interruptions. Brands need to find differentiated and innovative solutions to help consumers unwind and relax 'properly'.

What's included

- Executive Summary
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