

Marketing to Young Families - China - 2023

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This report looks at the following areas:

- Parenting styles and mindset with different parenting persona.
- Changes of interaction with children after COVID-19 and the importance of companionship.
- Changes of spending on education and products under changing education policies and tech development.
- Children's usage of digital products in different age groups.
- Information sources of childcare in both breadth and depth.

Young parents' views on parenting have changed markedly compared to traditional attitudes. They place greater emphasis on the role of companionship in their children's growth and realise that personality and mindset are more important than grades. It is important for brands to gain emotional recognition by portraying themselves as 'companions' in the growth of children.

New developments in cutting-edge technologies such as AI are also influencing young parents' decisions about their children's education and upbringing. The use of technology has generated more educational and playful scenarios, while on the other hand parents are giving more thought to their children's earlier exposure to electronics for a better future development. Merging with technology in the right way is something that every children's brand should consider.

Unlike other categories, children's brands naturally carry a certain image of being 'experts in children's development'. This makes young parents want their trusted brands to be more involved in their children's growing up. Young parents are willing to protect the innocence, creativity and imagination of their children. This likewise requires brands to take care in communicating, in addition to professionalism, with the importance to avoid over-controlling.



"The attitudes of young parents towards childcare have changed remarkably. They increasingly focus on the role of 'companionship' in the development of their children. Children's brands need to show a gesture of 'growing up with children' and avoid the image of 'educators' when communicating with consumers."

– **Frank Zhang, Senior Analyst**

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