

Marketing to Gen Z - China - 2023

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This report looks at the following areas:

- The changes in sources of income over the past three years and the information Gen Zers want
- Gen Zers' weekly eating and fitness routines and changes in interest in leisure and entertainment
- Information channels perceived to be able to bring valuable information about activities of interest
- The types of IP style that can help brands effectively attract Gen Zers
- Style persistence across categories, ranging from brands of different categories to entertainment
- Attitudes towards consumption, views of marriage and attitudes towards close relationships

Although Gen Zers' financial confidence has been influenced by the outbreak of COVID-19, it seems to have had little impact on their willingness to consume. In terms of interest and hobbies, 76% of surveyed Gen Zers claim that they try to purchase high-end professional equipment. This also signifies that China is far from becoming a low-desire society, which might have been a concern for many brands.

Now that all COVID restrictions have been lifted, young consumers' desires for offline activities are stronger than ever. Brands promoting innovative products, services and interesting communication activities can effectively engage Gen Zers with interest in exploring the outside world with friends and family.

Furthermore, Gen Zers are more sensitive to changes in the macro-environment. They tend to develop their own way to search for stability and trust in a world full of uncertainties. More Gen Zers having persistent preferences in brands than older generations do is one evidence of this. This opens a unique window of opportunity for brands to listen to their voices and gain their loyalty.



"Gen Zers are doing both addition and subtraction to find balance in life, instead of 'wanting it all'. On the one hand, they long for more high-quality experience and enriched social network and interactions, while on the other hand, they seek solutions to free themselves from unimportant things, invalid socialisation and 'information cocoons'."

– Gloria Gan, Senior Research Analyst

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In such a context, how to become the top-of-mind choice of Gen Zers would be the key issue for every brand that wants to win over the youngest group of consumers in the Chinese market. Besides eyeing Gen Zers' demands for physical activities, it's imperative for brands to uncover the emotional value of products or services they can offer to bring Gen Zers feelings of relief, being healed, and uplifted.



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