

# Marketing to Young Parents in Lower Tier Cities - China - 2023

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## This report looks at the following areas:

- The need for refinement and convenience in children's diets.
- Day-to-day and during holidays parent-child interaction.
- Children's digital products usage and parenting styles.
- Information sources for parenting and changes in parenting priorities.

Parents in lower tier cities are increasingly open-minded about parenting, and more parents in tier 3 or lower cities are willing to give their children more freedom in all aspects compared to those in tier 1 and tier 2 cities (56%, 58% and 61% in tier 1, tier 2 and tier 3 or lower cities, respectively). They hope to foster their children's independence to explore and develop their own interests. 'Free-range' parenting is becoming mainstream in lower tier cities.

Parents position themselves more as 'supporters' and do their best to provide good living conditions and companionship for their children. When it comes to diet, refinement and child-specific foods, as well as child-friendly restaurants, are popular, and there is a growing awareness among parents of the importance of supplementing their children's nutrition by introducing a comprehensive and variable selection of ingredients and cooking methods, along with purchasing children's health supplements.

Family companionship is changing with the shift in parenting mindset, as playing games and watching videos with their children have become bonding activities for modern families. At the same time, parents in lower tier cities are facing negative impacts, as they realise that their children can develop problems such as addiction to short videos and lack of concentration. In this digital era, brands can think more about "play+learn" interactive experiences through IP integration, regional co-branding of public welfare participation and providing child-specific products and services to help young parents in lower tier cities to solve the pain points related to digitisation and refinement of parenting, creating a richer and more beneficial interactive experience for families.



"Amidst the impact of the COVID-19 pandemic for three consecutive years and the 'Double Reduction' policy, there has been a significant shift in the values of young parents in lower tier cities towards family companionship and leisure time. More and more parents are actively exploring 'free-range' parenting, with independence and EQ development as key objectives."

– Gloria Gan, Senior Analyst

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