

## Marketing to Teens - China - November 2014

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“Today’s teenagers represent an educated, technologically savvy, optimistic, aspiring, pragmatic, active and socially connected group. Marketing to teenagers not only means providing products and services to fill the gap between the market and their needs, but is also about new ways of communication and interaction with young consumers to empower them and build a sense of affinity.”  
– Laurel Gu, Senior Research Analyst

### This report looks at the following areas:

- What are teenagers’ goals for the next three years?
- Who do teenagers admire?
- What do teenagers do in their leisure time?
- What TV programmes are teenagers watching?
- What do teenagers do on their smartphones?
- What do they care the most about when choosing beauty and personal care products?

Teenagers are in the process of transitioning from being the ‘little emperor’ of their parents towards taking up more responsibilities in multiple aspects of their life. For example, they all need to manage their monetary allowances appropriately so as to cover their own expenses, while older teenagers – college and university students – are actively getting themselves prepared for their future career development and even for taking upon family responsibilities.

Understanding the characteristics and the needs of teenagers at different stages during this transitioning process can not only help brands identify and seize business opportunities, but also allow them to optimise communications to their target teenagers more effectively.

This report goes into detail about understanding Chinese teenagers’ attitudes towards life and studies, their aspirations for the future, their product choice criteria and their leisure habits. It covers aspects including out of home leisure activities, TV/video programme preferences, mobile apps usage, etc.

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## Table of Contents

### Introduction

Methodology

Abbreviations

### Executive Summary

Attitudes and aspirations

There are three types of teenagers with different psychographic profiles

Figure 1: Agreement with attitudinal statements, by psychographic group, August 2014

Teenagers desire both academic excellence and enjoyment of life

Figure 2: Personal goals, August 2014

Leisure life

Teenagers engage themselves in a wide variety of leisure activities

Figure 3: Most common out of home leisure activities, by gender, August 2014

Very different areas of interests between male and female teenagers

Figure 4: TV programmes/videos watched most often, August 2014

Teenagers are heavy users of social networks

Figure 5: Type of mobile apps used most often, August 2014

Product choice/purchase drivers

Teenagers have become sophisticated product analysers

Figure 6: Important factors impacting teenagers' choice of beauty and personal care products, August 2014

Key issues

The multiple facets of today's teenagers

Scope for marketing academic excellence to "Dedicated Hard Workers"

A white space: beauty products designed for teenagers

Going beyond brands – time to market your corporate culture

What we think

### Issues and Insights

The multiple facets of today's teenagers

The facts

The implications

Figure 7: Examples of brand advertising encouraging teenagers to pursue their dreams, China, 2013-14

Scope for marketing academic excellence to "Dedicated Hard Workers"

The facts

The implications

A white space: beauty products designed for teenagers

The facts

The implications

Figure 8: Examples of beauty and personal care products designed for teenagers, Italy and Japan, 2014

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Going beyond brands – time to market your corporate culture

The facts

The implications

## Trend Application

Help Me Help Myself

Influentials

Mintel Futures: Gen Next

Figure 9: Example of snack food targeting at teenagers, China, 2014

## Demographic Overview

Key points

Teenagers aged 13-19 accounts for 8% of total population

Figure 10: Teenage population, 2003-18

Majority of teenagers are students

Figure 11: Educational status, August 2014

Today's teenagers are tech-savvy

Figure 12: Technology product ownership, by city tier, August 2014

Peers' influences gaining importance

Figure 13: Living status, by education status, August 2014

Gaining stronger power in making purchasing decisions

Figure 14: Weekly disposable allowance, by education status, August 2014

## Psychographic Overview

Key points

Three types of teenagers

Figure 15: Teenager segmentation, August 2014

Figure 16: Agreement to attitudinal statements, by psychographic group, August 2014

## Today's Teenagers – What are Teenagers' Goals for the Next 3 Years?

Key points

Teenagers' spirit: work hard, play hard and dream large

Figure 17: Personal goals, August 2014

Teenagers are pursuing personal improvement in different aspects

Enjoyment of life is also important

Teenagers in college/university start to develop aspirations for their future career and family life (marriage)

Figure 18: Percentage of teenagers who will definitely or would like to achieve their personal goals in the next 3 years, by educational status, August 2014

Opportunity for marketing academic excellence to teenagers

Opportunity for marketing "good looks" to teenagers

## Today's Teenagers – Who do Teenagers Admire?

Key points

Entertainment stars are still most admired

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Figure 19: Most admired celebrity, August 2014

Figure 20: Most admired entertainment celebrity's country of origin, by gender, August 2014

Teenage boys are enthusiastic about sports stars

Figure 21: Most admired sports celebrities, by gender and city tier, August 2014

## Today's Teenagers – What do Teenagers do in their Leisure Time?

Key points

Teenagers do a wide variety of leisure activities

Figure 22: Most common out of home leisure activities, by gender, August 2014

There are significant geographical differences

Figure 23: Most common out of home leisure activities, by city tier, August 2014

## Today's Teenagers – What TV Programmes are Teenagers Watching?

Key points

Entertainment TV shows and sports games are most popular among teenagers

Figure 24: TV programmes/videos watched most often, August 2014

Growing interest in watching TV series imported from South Korea

Figure 25: Origin of TV series watched most often, August 2014

School life and sitcoms are themes/types that interest teenagers most

Figure 26: Type of TV series watched most often, by gender, August 2014

A growing interest in modern life topics as teenagers approach adulthood

Figure 27: Type of TV series watched most often, by educational status, August 2014

## Today's Teenagers – What do Teenagers do on their Smartphones?

Key points

Teenagers are heavy users of social network apps

Figure 28: Type of mobile apps used most often, August 2014

Figure 29: Social networking apps usage, by demographic groups, August 2014

Opportunity for telecom operators to offer products tailored to teenagers' mobile apps usage habits

Figure 30: Frequent users of games and shopping apps, by gender and educational status, August 2014

Scope for new apps to help teenagers balance their study and recreation needs

## Today's Teenagers – What do they Care about the Most when Choosing Beauty and Personal Care Products?

Key points

Teenagers are quite sophisticated product analysts

Figure 31: Important factors impacting teenagers' choice of beauty and personal care products, August 2014

Figure 32: Important factors impacting teenagers' choice of beauty and personal care products, by demographic groups, August 2014

The influential factors can vary across city tiers and regions

Figure 33: Important factors impacting teenagers' choice of personal care products, by city tier, August 2014

## Appendix – Technology Products Ownership

Figure 34: Technology products ownership, August 2014

Figure 35: Most popular technology products ownership, by demographics, August 2014

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Figure 36: Next most popular technology products ownership, by demographics, August 2014

### Appendix – What do Teenagers do in their Leisure Time?

Figure 37: Most common out of home leisure activities, August 2014

Figure 38: Most common out of home leisure activities, by demographics, August 2014

Figure 39: Next most common out of home leisure activities, by demographics, August 2014

Figure 40: Other common out of home leisure activities, by demographics, August 2014

### Appendix – What TV Programmes are Teenagers Watching?

Figure 41: TV programmes/videos watched most often, August 2014

Figure 42: Most popular TV programmes/videos watched most often, by demographics, August 2014

Figure 43: Next most popular TV programmes/videos watched most often, by demographics, August 2014

Figure 44: Other TV programmes/videos watched most often, by demographics, August 2014

Figure 45: Origin of TV series watched most often, August 2014

Figure 46: Most popular origin of TV series watched most often, by demographics, August 2014

Figure 47: Next most popular origin of TV series watched most often, by demographics, August 2014

Figure 48: Type of TV series watched most often, August 2014

Figure 49: Most popular type of TV series watched most often, by demographics, August 2014

Figure 50: Next most popular type of TV series watched most often, by demographics, August 2014

Figure 51: Other type of TV series watched most often, by demographics, August 2014

### Appendix – What do Teenagers do on their Smartphones?

Figure 52: Type of mobile apps used most often, August 2014

Figure 53: Most popular type of mobile apps used most often, by demographics, August 2014

Figure 54: Next most popular type of mobile apps used most often, by demographics, August 2014

Figure 55: Other type of mobile apps used most often, by demographics, August 2014

### Appendix – What do Teenagers Care about the Most when Choosing Beauty and Personal Care Products?

Figure 56: Important factors impacting teenagers' choice of personal care products, August 2014

Figure 57: Most important factors impacting teenagers' choice of personal care products, by demographics, August 2014

Figure 58: Next most important factors impacting teenagers' choice of personal care products, by demographics, August 2014

Figure 59: Other important factors impacting teenagers' choice of personal care products, by demographics, August 2014

### Appendix – What are Teenagers' Goals for the Next 3 Years?

Figure 60: Personal goals, August 2014

Figure 61: Personal goals – Studying abroad, by demographics, August 2014

Figure 62: Personal goals – Improving my appearance, by demographics, August 2014

Figure 63: Personal goals – Improving my body shape, by demographics, August 2014

Figure 64: Personal goals – Earning more money, by demographics, August 2014

Figure 65: Personal goals – Starting my own business, by demographics, August 2014

Figure 66: Personal goals – Travelling, by demographics, August 2014

Figure 67: Personal goals – Finding a girlfriend/boyfriend, by demographics, August 2014

Figure 68: Personal goals – Becoming famous, by demographics, August 2014

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Figure 69: Personal goals – Developing a talent, by demographics, August 2014

Figure 70: Personal goals – Achieving good grades, by demographics, August 2014

### Appendix – Teenagers' Attitudes

Figure 71: Teenagers' attitudes, August 2014

Figure 72: Agreement with the statement 'Using a niche brand can better reflect my uniqueness', by demographics, August 2014

Figure 73: Agreement with the statement 'I feel confident about my appearance', by demographics, August 2014

Figure 74: Agreement with the statement 'Using premium products gives me a confidence boost', by demographics, August 2014

Figure 75: Agreement with the statement 'It is more worthwhile to enjoy life at the moment than to make plans for the future', by demographics, August 2014

Figure 76: Agreement with the statement 'It would be more enjoyable to lead an ordinary life rather than being famous', by demographics, August 2014

Figure 77: Agreement with the statement 'Having good grades is the only key to a brilliant future', by demographics, August 2014

Figure 78: Agreement with the statement 'Working hard plays a more important role on the way to success than family background', by demographics, August 2014

Figure 79: Agreement with the statement 'I feel lost when thinking about my future', by demographics, August 2014

Figure 80: Agreement with the statement 'I would prefer to have more personal space without interference from my parents', by demographics, August 2014

Figure 81: Agreement with the statement 'It is difficult to be confident around peers that are successful', by demographics, August 2014

### Appendix – Teenager Segmentation

Figure 82: Psychographic groups, by demographics, August 2014

Figure 83: Personal goals, by psychographic groups, August 2014

Figure 84: Teenagers; attitudes, by psychographic groups, August 2014

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