

Marketing to Singles - China - March 2017

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“The singles market is made up with diverse minds – some happy to be single and some struggling to get married, but their passions, hobbies and interest in diverse campaigns and promotions are similar to married people. That singles are less active in social activities, less happy or lacking the ability to build intimate and close relationships are proved to be misunderstandings.”

– **Alina Ma, Senior Research Analyst**

This report looks at the following areas:

- **Misconception of Chinese singles**
- **Targeting single travellers with special sensory experiences**
- **The future of advertising: making it not-so-obvious**
- **Sex entering the city**

The increasing number of singles in China is becoming an issue and brands are eager to find out how this change is going to affect their business. The singles market consists of diversified mindsets, ideologies and lifestyles. This Report clarifies some old-aged misconceptions about singles, their attitudes towards current life, their aspirations and plans for the future, and their life value. It also examines the basic question – why some people are single while some are married, despite the fact that singles and married people show more similarities than differences.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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