

## Marketing to Young Parents - China - December 2017

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“Chinese mums and dads have a higher tendency to share household responsibilities and a willingness to encourage independence in their children (and themselves) than previous generations have. Educational high-tech tools (eg language learning and financial management) and taking care of pets are more likely to be considered a help rather than a distraction.”

– **Alina Ma, Senior Research Analyst**

This report looks at the following areas:

- **Pet, the new icon in commercials targeting young families**
- **More opportunities for technology to look after children’s wellbeing**
- **How is the gender neutrality trend playing out in China?**

Chinese parents’ desire to upgrade their living standards for their children, their concern over damaging media content and their expectations surrounding their children’s intelligence and social skills at an early age are so strong that they are preventing many consumers from more selfish pursuits such as self-indulgence and relaxation. The concept that happy parents raise successful and healthy children will therefore need greater justification and evidence, if brands want to convince parents to splurge on themselves.

This is the second Report regarding Chinese families, following Mintel’s *Marketing to Families – China, August 2014* Report. This Report covers topics such as next-five-years goals, responsibilities of household chores, concerns around children’s media exposure, leisure activities for children, purchase decision makers across diversified categories, parenting styles and view of technology and doing chores as a way to teach children, with a focus on the comparison of mums and dads in terms of their preferences, behaviours and mindsets and how perspectives of modern parents have evolved over time.

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