

Cultural and Creative Products Retailing - China - May 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The only limit is your imagination. In cultural and creative product retailing we are seeing great potential and opportunity as Chinese consumers look for intellectual challenge and entertainment in their leisure time.”

- **Chih-yuan Wang, Category Director, Retail, China**

This report looks at the following areas:

- Sell dreams, not products
- Tangible culture and fun
- Emotional connection with entertainment IP merchandise

In cultural and creative products retailing we are seeing great potential and opportunity as Chinese consumers look for intellectual challenge and entertainment in their leisure time. The boundary of traditional retailing is vanishing as cultural and creative venues are providing a relaxing and entertaining spaces for culture, art, and shopping.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Cultural and Creative Products Retailing - China - May 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

The culture and related industries are worth RMB 8,925 billion, growing at 8.2% in 2018

Figure 1: Market size of culture and related industries, China 2015-18

Figure 2: The revenue of culture and related industries by types in 2018

Key drivers

Chinese government committed to supporting cultural and creative industries

The booming of cultural facilities and the content industry

Figure 3: number of cultural facilities

Figure 4: visitors of cultural facilities

IP fever and the commercialisation of IP

Three noteworthy players

Revival of traditional culture - The Palace Museum 故宫博物院

The balance of content and commerce – Yitiao 一条

Fulfilling the needs of the 'third space' – Yanjiyou 言几又

The consumer

Café, libraries, and bookstores are the centre of cultural and creative leisure lifestyle

Figure 5: Changes in visiting cultural venues in the last six months, February 2019

Cultural and creative industry has great potential in lower tier cities

Figure 6: Changes in visiting cultural venues in the last six months, % of visiting more, by city tier, February 2019

Cultural and art lovers are more about individual characteristics and personal interest instead of income and city

Figure 7: Contact with cultural and creative industries – CHAID – Tree output, Feb 2019

No clear winner and half of respondents do not even have any favourite IP

Figure 8: Top 15 favourite IPs, February 2019

Films and novels have more say in popular IPs

Figure 9: Sources of knowing favourite IP for the first time, February 2019

Strong bonding between favourite IPs and IP merchandising

Figure 10: Purchase of products that have been marketed with favourite IP, February 2019

Married consumers with children have interest in buying IP merchandise

Figure 11: Purchase of ip products, by family structure

IP merchandise has to build the emotional connection to appeal young adults

Figure 12: Purchase of ip products, by age groups

What we think

Issues and Insights

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cultural and Creative Products Retailing - China - May 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Sell dreams, not products

The facts

The implications

Tangible culture and fun

The facts

The implications

Emotional connection with entertainment IP merchandise

The facts

The implications

Market Overview

The culture and related industries are RMB 8925 billion business, growing at 8.2% in 2018

Figure 13: The increase of total revenue of culture and related industries

Figure 14: The revenue of culture and related industries by types in 2018

Key drivers

Chinese government is committed to supporting cultural and creative industries

The booming of cultural facilities and the content industry

Figure 15: number of cultural facilities, 2013 and 2017

Figure 16: visitors of cultural facilities, 2013 and 2017

Figure 17: number of films, tv series, books 2013-17

IP fever and the commercialisation of IP

Figure 18: Number of exhibitors at china licensing expo 2014-18

Figure 19: the collaboration of heytea and pechoin

Three Noteworthy Players

Revival of traditional culture - The Palace Museum 故宫博物院

Fun and creativity

Figure 20: fun posts of the Palace Museum

History and entertainment

Figure 21: Masters in The Forbidden City and Shang Xin Le Gu Gong

New Retail in merchandising

The balance of content and commerce – Yitiao 一条

Treat e-commerce content like media content

Figure 22: Yitiao online store

New retail lifestyle store

Figure 23: Yitiao lifestyle store

Fulfilling the needs of the 'third space' – Yanjiyou 言几又

Bookstore as recreational and social space

Art and Cultural Centre

Figure 24: Yanjiyou flagship store Xian

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cultural and Creative Products Retailing - China - May 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer – What You Need to Know

Café, libraries, and bookstores are the centre of cultural and creative leisure lifestyle

Going to the cinema is the most popular cultural activity

Beautiful interior design is a must for young consumers

No clear winner in popular IP (intellectual property)

Films and novels are popular sources of IPs

Challenge and potential of entertainment IP merchandising

Trends in Engaging in Cultural and Creative Activities

Emerging leisure and physical activity culture encourages Chinese consumers to go outside

Café, libraries, and bookstores are the centre of cultural and creative leisure lifestyles

Figure 25: Changes in visiting cultural venues in the last six months, February 2019

Great potential in lower tier cities

Figure 26: Changes in visiting cultural venues in the last six months, % of visiting more, by city tier, February 2019

Family is the next big thing

Marketing to single people

Figure 27: Changes in visiting cultural venues in the last six months, % of visiting more, by family type, February 2019

Spending in Cultural and Creative Products/Services

Going to the cinema is the most popular cultural activity

Figure 28: Purchased cultural and creative products or services in the last six months, February 2019

Paper books/magazines and e-books/magazines are not mutually exclusive

Figure 29: Purchased cultural and creative products or services in the last six months, by selected spenders, February 2019

Young adults still enjoy reading paper books

Figure 30: Purchased Cultural and Creative products or services, by age groups, February 2019

Culture aficionados enjoy hands-on immersive cultural experience

Figure 31: Cross Table of Purchased Cultural and Creative products or services, by selected spenders

Family with children are more into cultural and creative activities and products

Figure 32: Purchased Cultural and Creative products or services, by family structure

Cultural and art lovers are more about individual characteristics and personal interest instead of income and city

Figure 33: Contact with cultural and creative industries – CHAID – Tree output, Feb 2019

Encouraging Store Features

Products still come first

Figure 34: Features that encourage visits to a new store, February 2019

Younger consumers find beautiful interior design as necessity

In-store Chinese culture elements appeal to older consumers

Figure 35: The ranking of important new stores features, by age groups, February 2019

Favourite IPs

No clear winner and half of respondents do not even have any favourite IP

Figure 36: Top 15 favourite IPs, February 2019

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cultural and Creative Products Retailing - China - May 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Types of favourite IPs, coded and classified from open-ended answers, February 2019

Young adults are more into IP fever

Figure 38: Knowledge of IP, February 2019

Figure 39: Types of favourite IPs, coded and classified from open-ended answers, by age groups, February 2019

Chinese IP is gaining the upper hand

Figure 40: Popular ips, by age groups

Figure 41: popular ips, by family structure

Figure 42: popular ips, by city

Sources of Knowing Favourite IPs

Films and novels have more say in popular IPs

Figure 43: Sources of knowing favourite IP for the first time, February 2019

Men prefer movies and animation while TV dramas and social media are more popular among women

Figure 44: sources of popular ips – gender

IP market is so fragmented that it is hard to build a long-lasting IP

Purchase of Favourite IP Merchandise

Strong bonding between favourite IPs and IP merchandising

Figure 45: Purchase of products that have been marketed with favourite IP, February 2019

Households with child(ren) have interest in buying IP merchandise

IP merchandise has to build the emotional connection to appeal to young adults

Meet the Mintropolitans

Mintropolitans are the target consumers for cultural and creative retailing

Figure 46: Changes in visiting cultural venues in the last six months, % of visiting more, by consumer classification, February 2019

Figure 47: Purchased Cultural and Creative products or services in the last six months, by consumer classification, February 2019

Figure 48: Types of Purchased Cultural and Creative products or services, by consumer classification

Mintropolitans are big fans of the IP trend and they are willing to pay for their favourite IPs

Figure 49: Knowledge of IP, by consumer classification

Figure 50: Types of favourite IPs, by consumer classification

Figure 51: Purchase of ip products, by consumer classification

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com