Digital Trends - China - April 2019

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"Consumers might have a desire to switch off, but their ownership and usage trends of digital products reveal their increasing addiction to the online world. They are passionately pursuing the upgraded and new functions and are enthusiastic to be the decision-makers of purchase. However, they are not so interested in crossover products, especially those not relevant to the brand's core business."
– Kaye Huang, Research Analyst

This report looks at the following areas:

- **Achieve market expansion by taking corporate social responsibilities**
- **Move to kids market to avoid being replaced**
- **Slow down the pace of brand crossover**

Smartphones have established a dominant position in the digital market, with saturated penetration rates across income levels and city tiers. Overall, the ownership rates of common digital products (listed in this Report) have all increased, as has their usage frequency. Consumers are further immersed in the digital world, which indicates the coming IoT (Internet of Things) era. However, they are not in particular favour of crossover products launched by tech or internet companies, especially those that are irrelevant to the brand's core business.

This Report examines consumers' ownership, usage, decision-makers, purchasing motivations of digital products, their favourite digital products and attitudes towards crossover products of tech or internet companies. This is the sixth Report in the Digital Trends China series dating back to 2013, giving a holistic view of the Chinese technology market. Based on these, the Report also identifies the trends, opportunities and challenges of diverse digital products.

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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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Ownership of Digital Products

Trends in Product Usage

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