

Marketing to Modern Families - China - November 2019

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“Parents and children in Chinese families still spend a lot of time together, but parent-child relations have been changing. More parents have realized the importance of developing independence in their children and in many areas are willing to let them choose what to buy.”
 – Alan Xie, Associate Research Analyst

This report looks at the following areas:

- Marketing to children and “kidults”
- Themes of precious father-child time
- Balance between parental supervision and children’s independence

Parents of modern families encourage their children to make decisions for themselves and to some extent involve them in family decisions.

This Report discusses how parents of modern families spend time with their children and how children make decisions for themselves. Analysis of children’s influence on family decisions, parents’ influence on children and expectations on their children are also covered.

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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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Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

The consumer

Chinese families spend a lot of time together, ranging from watching TV to shopping together

Figure 1: Time with child, October 2019

Fathers play with children more when they are young

Figure 2: Time with child, by gender and grade, October 2019

Figure 3: Time with child, by gender and grade, October 2019

Most teenagers still shop with their mothers and fathers

Figure 4: Time with child, by gender and grade, October 2019

Children free to choose hobbies based on their own interests

Figure 5: Freedom of choice, October 2019

Parents in tier one cities are inclined to give children more freedom in all aspects

Figure 6: Freedom of choice, by city tier, October 2019

Parents' decisions on food and holidays are highly influenced by children

Figure 7: Influence of children on family, October 2019

Mothers listen more to children's opinions

Figure 8: Influence of children on family, by gender, October 2019

Being a parent, being well-organized

Figure 9: Lifestyle of parents, October 2019

Behaviour as parents determines children's behaviour

Figure 10: Parents' impact on children, by parents' lifestyle, October 2019

Independence is the most emphasized trait for children

Figure 11: Expectations on child, October 2019

Household income can influence value of traits

Figure 12: Expectations on child, by income level, October 2019

What we think

Issues and Insights

Marketing to children and "kidults"

The facts

The implications

Figure 13: poster of children's day from Oreo, October 2019

Themes of precious father-child time

The facts

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The implications

Figure 14: Poster for Father's Day of from BMW, October 2019

Balance between parental supervision and children's independence

The facts

The implications

Figure 15: Tomato to do app

The Consumer – What You Need to Know

Chinese families spend a lot of time together, fathers play with children more when they are young

Children are allowed to choose hobbies based on their own interests

Parents' decisions on food and holidays are highly influenced by children

Parents' lifestyle behaviours influence children mostly in terms of following trends and sharing

Independence is the most emphasized trait for children

Family Activities & Communications

Most families with children in primary school to high school have meals at home together

Figure 16: Time with child, by grade, October 2019

Figure 17: Time with child, by grade, October 2019

Chinese families spend a lot of time together, ranging from watching TV to shopping together

Figure 18: Time with child, October 2019

Fathers play with children more when they are young

Figure 19: Time with child, by gender and grade, October 2019

Figure 20: Time with child, by gender and grade, October 2019

Most teenagers still shop with their mothers and fathers

Figure 21: Time with child, by gender and grade, October 2019

Over half of families talk to their children about their school life more than 3 days a week

Figure 22: Time with child, by grade, October 2019

Parents with higher educational background are more willing to discuss news and financial topics with children

Figure 23: Time with child, by grade, October 2019

Figure 24: Time with child, by grade, October 2019

Figure 25: Time with child, by education level, October 2019

Figure 26: Time with child, by education level, October 2019

Children's Voice in Making Choices

Children free to choose hobbies based on their own interests

Figure 27: Freedom of choice, October 2019

Figure 28: Freedom of choice, by grade, October 2019

Up to 65% of high school children have their say on fashion and diet

Figure 29: Freedom of choice, by grade, October 2019

Freedom of entertainment choices strictly limited even among high school children

Figure 30: Freedom of choice, by grade, October 2019

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Parents in tier one cities are inclined to give children more freedom in all aspects

Figure 31: Freedom of choice, by city tier, October 2019

Children's Influence on Family Decisions

Parents' decisions on food and holidays are highly influenced by children

Figure 32: Influence of children on family, October 2019

Figure 33: Influence of children upon family, by grade, October 2019

Figure 34: Autonomy of children, by grade, October 2019

Figure 35: Influence of children on family, by grade, October 2019

Parents with high income are more likely to involve children in purchasing decisions

Figure 36: Influence of children on family, by income level, October 2019

Mothers listen more to children's opinions

Figure 37: Influence of children on family, by gender, October 2019

Parents' Impact on Children

Being a parent, being well-organized

Figure 38: Lifestyle of parents, October 2019

Parents' purchase behaviours differ by age but similar in general

Figure 39: Lifestyle of parents, by age, October 2019

Mothers more confident, price-sensitive

Figure 40: Lifestyle of parents, by gender, October 2019

Children are keener to follow trends, while less organized than their parents

Figure 41: Lifestyle of children, October 2019

Parents' lifestyle behaviours influence children mostly in terms of following trends and sharing

Figure 42: parents' impact on children, by parents' lifestyle, October 2019

Children of low household income families are more price sensitive but also more willing to pay extra for better service than their parents

Figure 43: Lifestyle of children, by income level, October 2019

Figure 44: parents' impact on children, by parents' lifestyle, October 2019

Expectations on Children

Independence is the most emphasized trait for children

Figure 45: Expectations on child, October 2019

Household income can influence value of traits

Figure 46: Expectations on child, by income level, October 2019

Easy-going and independent character more valued by fathers, while mothers prefer developing child's IQ

Figure 47: Expectations on child, by gender, October 2019

Appendix – Methodology and Abbreviations

Abbreviations

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