“With this consumer’s high expectation of pop up stores in mind, pop up stores will become more pervasive in the retail world by compelling other retail format to have more pop-up elements. Consumer’s pursuit of novelty and connecting with brands emotionally has pushed the retail market to become storytellers than mere capitalist.”

– Roger Shi, Research Analyst

This report looks at the following areas:

- Social media can be effective with some subtlety
- Families with kids should be main target segment
- Lower tier cities’ pursuit of authenticity is more than just price

Pop-up stores have gradually become established marketing and sales tools as their popularity among consumers is reasonably high. Like any other developing retail format, pop-up stores can target specific segments precisely. Families with kids and consumers in lower tier cities will become the next two strategic consumer bases for pop-up events to become more commercially effective. The elements of pop-up, such as novelty and entertainment, will also become important attributes of next-generation retail.
Table of Contents

Overview
- What you need to know
- Covered in this Report

Executive Summary
- The market
  - Figure 1: Zhihu’s clinics for knowledge, November 2017
- Unity is Power
  - Figure 2: Budweiser’s pop-up store planned by ArtBoxxer, December 2019
- Retro trend
  - Figure 3: McDonald’s and The Forbidden City, August 2019
- The consumer
  - Pop-up stores are recognised by the market
    - Figure 4: Types of pop-up stores visited in the past six months, November 2019
    - Figure 5: Types of pop-up stores visited in the past six months, by city tiers, November 2019
  - Pop-up stores are semi “official!”
    - Figure 6: Channels to purchase after visiting pop-up stores in three months, November 2019
  - Social media is still most utilised
    - Figure 7: Information channels to hear about pop-up stores, November 2019
  - Pop-up stores can be innovatively official
    - Figure 8: Correspondence analysis – marketing format association, November 2019
  - Price and convenience are important
    - Figure 9: Triggers to visit pop-up stores, November 2019
  - Pop-up store is a cultural event
    - Figure 10: Selected consumer attitudes and behaviours, November 2019

What we think

Issues and Insights
- Social media can be effective with some subtlety
- The facts
- The implications
- Families with kids should be main target segment
- The facts
- The implications
- Lower tier cities’ pursuit of authenticity is more than just price
- The facts
- The implications
Market Landscape

Crossover
Figure 11: Zhihu’s clinics for knowledge, November 2017
Figure 12: Bobbi Brown Café, May 2017

Unity is power
Figure 13: Yo’Hood’s official website
Figure 14: Puma’s space pop-up at Yo’Hood with Li Xian, August 2019

Retro trend
Figure 15: Zunyi’s pop-up store, in collaboration with Trip.com, November 2019
Figure 16: McDonald’s and The Forbidden City, August 2019

The Consumer – What You Need to Know

Pop-up stores can be sales driven
Social media is not that effective
Consumers are getting sophisticated and in need of entertainment

Popular Types of Pop-up Stores

Pop-up stores are a rather established marketing tool
Figure 17: Types of pop-up stores visited in the past six months, November 2019
Figure 18: Types of pop-up stores visited in the past six months, by city tiers, November 2019

Cooler brand image might just catch younger consumer’s attention
Figure 19: Type of pop-up stores visited in the past six months, by age, November 2019

Jewellery & watches/food & drink might be the next trend setters for pop-up events
Figure 20: Type of pop-up stores visited in the past six months, by gender and age, November 2019

Jewellery/watches brands should seize the moment
Figure 21: type of pop stores visited in the past six months, by age and city tiers, November 2019

Family with kids are one important consumer segments brands cannot miss
Figure 22: Type of pop-up stores visited in the past six months, by family structure, November 2019

Luxury brands should utilise pop-up stores in lower tier cities
Figure 23: Selected types of pop stores visited in the past six months, by household income and city tiers, November 2019

Purchase Behaviours

Pop-up stores are an extension of brand’s official channel
Figure 24: Channels to purchase after visiting pop-up stores in three months, November 2019

Pop-up store is an excellent transitional format in lower tier cities
Figure 25: Selected channels to purchase after visiting pop-up stores in three months, by monthly household income, November 2019
Figure 26: Channels to purchase after visiting pop-up stores in three months, by city tiers, November 2019

Social ecommerce stores should be more inclusive with its product portfolio
Figure 27: Channels to purchase after visiting pop-up stores within three months, by city tiers and income level, November 2019

Information Channels

Social media remains most desirable for broadcasting pop-up events
Perception of Marketing Mediums

- Pop-up stores can be both innovative and trustworthy
- Social media marketing might not be as effective as TV commercials
- KOLs and pop-up stores are better together to achieve relevance with target consumers

Drivers to Visit Pop-up Stores

- Price and convenience are still top impetuses for pop-up visitors
- Exclusive or conceptual product is a must have for pop-up stores
- Celebrity and good design are good tools to build brand identity appealing to younger consumers
- Young consumers in lower tier cities are value driven but convenience driven in tier one
- Luxury brands can keep strategy coherent across city tiers
- Non-visitors of pop-up stores might not prefer offline shopping at all

Consumer Attitude and Behaviours

- Pop-up stores are now a cultural and entertainment destination
- Products are reflection of brand’s identity
- Pop-up store are important to find active customers

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Younger MinTs are embracing pop-up events
  Figure 51: Types of pop-up stores visited in the past six months, by consumer classification, November 2019
  Figure 52: Selected types of pop-up stores visited, by age and consumer classification, November 2019

Authenticity is a big deal for young MinTs
  Figure 53: Venues of product purchase within three months of visiting pop-up stores, by age and consumer classification, November 2019

Social media is most important channel to reach young MinTs
  Figure 54: Information channels to hear about pop-up stores, by age and consumer classification, November 2019

Experience is key
  Figure 55: Triggers to visit pop-up stores, by age and consumer classification, November 2019

Appendix

Methodology

Abbreviations

Correspondence analysis

Methodology
  Figure 56: Correspondence analysis – marketing format association, November 2019

TURF Analysis

Methodology
  Figure 57: Purchase drivers – TURF analysis, November 2019