

# Pop-up Stores - China - February 2020

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## 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.



“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

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