

Marketing to Parents in Lower Tier Cities - China - November 2020

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This report looks at the following areas:

- Purchase channels of mother and baby products
- Brand image (consumption for children aged 0-3)
- Influential factors (consumption for children aged 4-12)
- The choices for parent-child leisure activities
- Expectations for children's futures

The parenting ideas and methods of young parents in lower tier cities are significantly different from their own parents' generation. Parents born in the 1980s and 1990s are more engaged in their children's education besides school education. Compared with how older generations learnt, they rely more on "words of wisdom" from mother and baby communities. Instead of making decisions for their children, they place more value in their children's opinions and independence when making consumption and purchase decisions. What mother and baby brands can do is to provide more practical guidance for parents in lower tier cities. Fewer sales tricks and sincerer communication are desired.



"The parenting concepts of young parents, mainly those born in the 1980s and 1990s, in lower tier cities have changed significantly. They have realized that family exerts a great impact on children's growth. Many parents have chosen mother and baby communities as 'parenting assistants', where they can get 'words of wisdom' to raise their children more scientifically."

– Yuxi Shao, Research Analyst

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