

Managing Emotional Wellbeing - China - September 2020

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This report looks at the following areas:

Opportunities lie in providing more detailed solutions rather than a broad description of mood enhancement. This could include addressing stress and sleep issues in the short term as well as linking emotional issues with specific health issues of defined audiences in the long term. Brands may also offer meaningful reasons to engage or re-engage in interpersonal communication beyond simply encouraging consumers to step out of their comfort zone, as well as put more emphasis on using natural and emotional approaches in marketing communications (eg detailing out a sense of ritual to best enjoy the products).

- Understanding the state of today's consumers' emotional issues, as well as perceived causes and the impact of having such emotional issues
- What approaches are sought to manage emotional wellbeing
- How brands, companies and manufacturers could react to market opportunities and threats post-COVID-19



“The majority of Chinese believe that their emotional health is not in good form, driven by high incidence of stress and fatigue, as well as growing financial pressures and increasing workload. Despite this pessimism, proactive self-evaluation drives up better self-management.”

– Catherine Liu, Research Analyst

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