

Luxury Retailing - China - September 2016

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“Consumer attitudes to luxury brands have changed recently as the market has recovered growth, if at a slower pace than before. Attitudes are increasingly focused on experiences rather than only things, and increasingly diverse consumers are choosing from a much wider range of brands.”

– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- The travel effect
- The online experience
- Persuading the doubters
- A new breed of luxury

Chinese teenagers have limited purchasing power, especially those aged 13-15, and therefore rely heavily on parents when it comes to purchasing products. Parents and teenagers have different purchasing values and priorities, ie health benefits vs sensorial excitement.

Study is still teenagers’ top priority so incorporating interactive, entertaining and relaxing elements into products can appeal to them. The majority have hobbies outside school, some of which are niche activities. ‘Fun’ is most desired and it is crucial for brands to convey this through products and communications.

Compared to older cohorts, Chinese teenagers are more globally connected and confident. Most are well protected by their parents and are less worried about the future, but they are mentally immature and incapable of managing stress or solving problems in life. As a result, not all of them want to be independent and some prefer following in their parents’ footsteps.

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DID YOU KNOW?

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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