

Lower Tier Cities - China

February 2022

Marketing to Young Parents in Lower Tier Cities - China

“With the development of information flow and omnichannel retailing, young parents in lower tier cities are increasingly approaching those in big cities when purchasing and selecting products for their kids, and are more sensitive to products ranked as bestsellers, word-of-mouth recommendations, and popularity of the brands. Meanwhile, from rewards for ...

Purchasing Technology Products in Lower Tier Cities - China

“Curious about new technology trends and new launches from tech brands, lower tier city consumers are fond of browsing comprehensive platforms that provide diverse content and exploring ‘unique finds’ that take their fancy. On top of product innovation, technology brands should also build brand characteristics via scattered brand touchpoints and ...

January 2022

低线城市：针对年轻父母的营销 - China

“随着信息流通和全渠道零售的发展，低线城市年轻父母在孩子产品的购买和选择上，越来越趋同于大城市家长的选择，对品牌销量榜、口碑推荐，以及品牌知名度的敏感度也越来越高。同时，从奖励孩子到亲子旅行，新一代父母的带娃方式中融入了更多年轻人追求新鲜独特体验的生活理念。文化及公益主题等能够帮助引导和培养孩子正确消费观的元素，可以作为差异化特色有效地吸引父母和孩子们的注意力，帮助品牌创造具有教育意义的跨界场景，从而与低线城市年轻父母建立起更长期的信赖关系和更深层次的情感连接。”

Spending Habits in Lower Tier Cities - China

“Consumers in lower tier cities have demonstrated significant improvement in consumer confidence and spending power, and have not shown compromise in quality of life even under the impact of the COVID-19. Whether it is home life, or sports and fitness, their pursuit of technology and intelligence, fashion and trend is ...

December 2021

低线城市：科技产品购买行为 - China

“出于对科技新趋势和科技品牌新产品的好奇，低线城市消费者喜欢浏览内容多元的综合性平台，从中探索心仪的‘宝藏单品’。在加码产品创新之外，科技品牌可以通过发散性的品牌接触点和独特的产品外观设计来缔造品牌特色，直白地向消费者呈现品牌的‘变化感’。对于更加前沿的创新科技，比起跨界科技产品，低线城市消费者对应用场景的跨界抱有更多期待。考虑到被疫情激发的健康诉求和因生活方式改变而出现的新需求，将新兴技术应用于消费者个人护理、居家生活和养宠生活场景有很大的发展潜力。”

- 邵愉茜，研究分析师

Beauty in Lower Tier Cities - China

“An influx of new beauty concepts and BPC products are constantly refreshing consumers’ understanding of beauty and makeup in lower tier cities. In addition to ingredients and efficacy, they are beginning to pay more attention to novel experiences brought by product textures, scent types, colour effects and format innovations and ...

Eating in Lower Tier Cities - China

“Flexible dieting has become increasingly popular among premium consumers in lower tier cities. Besides

the body shape management, they also started to pay more attention to diversified emotional values brought by food and drink consumption. Particularly in lower tier cities where the regimen concept is highly penetrated, products with different ...

October 2021

低线城市：消费热点研究 - China

“低线城市消费者的消费信心和消费能力改善明显，即使在疫情影响下，他们也未表现出在生活质量上的妥协。无论是居家生活，还是运动健身，他们对于科技智能、时尚潮流的追求毫不亚于大城市消费者。低线城市的年轻消费者更期待品牌通过开展具有独特性、专属感的创新体验，为其带来更多社交话题。融合文化、IP等元素的泛娱乐体验可以帮助品牌打通营销边界，创造出更多新的营销场景和消费热点。”

— 甘倩，研究分析师

Car Owners in Lower Tier Cities - China

"With ever more automotive KOLs tapping into Douyin and Bilibili, lower tier city consumers can access more automotive information on these video platforms. They prefer professional and humorous automotive influencers, who can help consumers learn more knowledge about cars and offer a new form of entertainment or leisure. At the ...

低线城市：美容与个护 - China

“大量新的美容概念和美容个护产品正在不断刷新低线城市消费者在美容美妆方面的认知。除了成分和功效，他们开始更多注意到产品质地、香型、色彩效果和形态创新所能带来的新奇体验，并容易为之所吸引。美容个护品牌可以通过创建形象的产品昵称、扩大产品和服务的结合，来提高品牌的曝光度。并在帮助消费者进阶美容保养习惯的同时，尝试从产品对于精神气质的提升效果入手，拉近品牌与消费者之间的情感距离。”

— 邵愉茜，研究分析师

低线城市：车主研究 - China

“随着越来越多的汽车KOL入住抖音、B站，低线城市消费者通过视频平台获取的汽车资讯也愈加丰富。他们对专业性强且幽默风趣的汽车类博主显示出更多的喜爱，这在帮助他们构建汽车知识框架的同时也能带给他们休闲娱乐的新方式。同时，低线城市消费者追求实用和个性化的需求进一步显现，也更加注重汽车的颜值。对于品牌来说，需要思考如何以消费者为中心，在保证产品质量的同时，满足他们个性化、娱乐化的需求。”

— 袁淼，研究分析师

September 2021

低线城市：饮食与健康 - China

“‘弹性饮食’的理念在低线城市中高端消费者中越来越受到推崇。他们在兼顾身材管理的同时，开始更加看重食品饮料消费能够带来的多元情绪价值。尤其在养生概念高度渗透的低线城市，具有不同“食疗”作用的产品以及个性化可定制的“便捷”健康饮食方案正备受关注。不仅如此，与区域文化、产品创意和品牌责任相关的元素也让低线城市消费者对食品饮料企业有了更高的期待。品牌在满足消费者对饮食产品本身的诉求之余，更需要看到他们对扩展体验和提升境界方面的精神需求。”

— 甘倩，研究分析师

Social Media Usage in Lower Tier Cities - China

“With the rise of short video platforms and the booming of various platforms such as Bilibili and Xiaohongshu, lower tier city consumers are no longer using social media only to socialise, but to see the outside world and look for rich life inspiration. Furthermore, they also have higher expectations concerning ...

July 2021

低线城市：社交媒体使用习惯 - China

“随着短视频平台的崛起以及B站、小红书等各类平台遍地开花，低线城市消费者使用社交媒体的目的不再只是社交，而是希望获取丰富的生活灵感，通过社媒了解外界世界。另外，他们对APP的使用体验也有着高要求，与时俱进且有专业性的平台才能脱颖而出。对于品牌来说，充分利用社交媒体的影响力来触及更多低线城市受众至关重要。品牌不管是在社媒上打造多维度内容、优化推送质量来提升消费者共鸣，还是通过一系列有娱乐感的品牌‘破圈’活动来增加话题度，如‘软植入’综艺节目、与手游跨界合作，力求在贴近低线城市消费者日常生活的同时，满足他们对于‘新意’和‘美感’的追求。”

— 邵愉茜，研究分析师