

MARKETING TO MODERN WOMEN – CHINA – 2023

In the context of changes, women are increasingly pursuing real life purposes. Their desire for self-exploration reflects on every aspect of lifestyle attitudes, ranging from sense of aesthetics, interpersonal relationships, to work/life balance considerations.



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This report looks at the following areas:

This Report focuses on female consumer behaviour and attitudes after the pandemic, investigating their attitudes and preferences of daily life activities, social connections and preferences regarding the portrayal of women in advertising.

- Enjoyable routines and sense of ritual
- Price indexes for different categories
- Celebrity influence on consumption
- Influence and interactions among besties
- Self-improvement priorities
- Impressive and favourable female images in brands' commercials
- Lifestyle attitudes and concerns.

Overview

When compared with 2021, the year before the pandemic, apart from maintaining personal wellbeing (2021: 41%, 2023: 45%), more women are paying attention to enhancing their appearance (2021: 36%, 2023: 40%) and social circle (2021: 23%, 2023: 25%). It is evident that the emphasis for women is shifting towards healthy lifestyles, life aesthetics and cultivating social relationships.

In terms of life aesthetics, modern women increasingly want to add a sense of ritual into their lives in both daily routines and significant moments, finding enjoyment in everyday routines.



In the context of changes, women are increasingly pursuing real life purposes. Their desire for self-exploration reflects on every aspect of lifestyle attitudes, ranging from sense of aesthetics, interpersonal relationships, to work/life balance considerations.

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They are also in pursuit of seeking knowledge and content from celebrities, embracing an emerging form of livestreaming with a content-driven storytelling mode.

As for social relationships, women have strong bonds with their besties, which even adds new meaning to conventional festivals like Valentine's Day. Under the context of "girls know girls", women develop a deep emotional resonance with besties, and their awareness of independence is rising. Brands will need to adapt to dynamic changes in women's lifestyles and values by updating their understanding and portrayal of women, and taking action to fulfil their desire to experience more outside of work and families.

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Report Content

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- Overview

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- Market factor: ageing population and the changing social value of women
 - Graph 1: female demographic structure, 2011-22
- Key trends in marketing activities
- New product trends

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 - Graph 3: price indexes for different categories, 2023
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- The halo effect of celebrities extends into livestreaming ecommerce
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 - Graph 8: impressive and favourable female images in brands' commercials, 2023
- A continuous journey of self-discovery and self-acceptance
 - Graph 9: lifestyle attitudes and concerns, 2023

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 - Graph 10: female demographic structure, 2011-22

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 - Graph 11: trade up potential across different categories, 2023 Q2
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 - Graph 12: consumption on online paid content, Aug 2020 - Oct 2023
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 - Graph 13: offline activities trends-Domestic travelling , 2022-23
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- Empowering change through breaking female stereotypes and beauty ideals
- Empowering women in the workforce
- Supporting female entrepreneurs and innovators

New product trends

- Ritualistic and explorative guest experiences
- "Bestie-shared" festival special gift boxes
- Creativity and innovations in ingredients
- Health products for senior women become more specialised

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ISSUES AND INSIGHTS

- Set goals: inject ritualistic experiences with cultural elements (1/2)
- Set goals: inject ritualistic experiences with cultural elements (2/2)
- Girls know girls: celebrate the valuable friendships with besties
- Open up: promote the possibility of "option C" outside of work and families (1/2)
- Open up: promote the possibility of "option C" outside of work and families (2/2)

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

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