



CONSUMER TRENDS & BEHAVIOUR

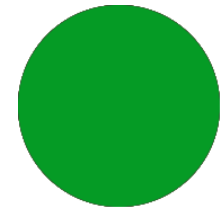
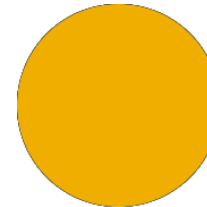
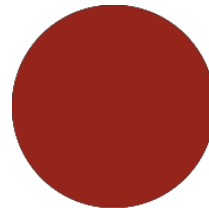
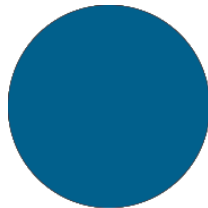
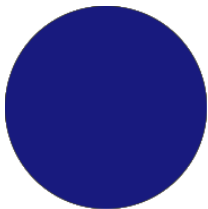
MARK TANNER, MANAGING DIRECTOR
CHINA SKINNY

MANAGING YOUR CHINA ECOMMERCE ECOSYSTEM
AUCKLAND & CHRISTCHURCH | 28 & 30 JUNE 2016



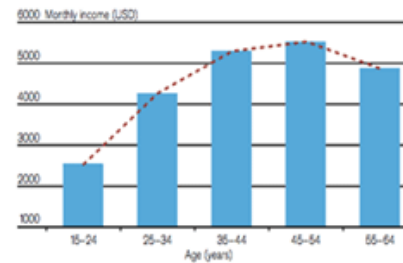
Insights-based | marketing, research & digital

How Chinese Consumers See The World

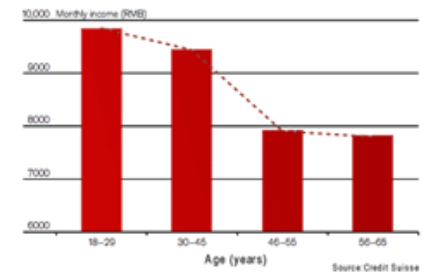


China's Consumers to Watch

USA's income by age



China's income by age



59% < 30 years old
29% > 50 years old
Pew



2/3 of China's international
travellers **< 35 years old**
McKinsey

China's Dynamic Youth



Post-80s Generation



Post-90s Generation

Pizza Hut & Hu Ge

优酷
广告



How They're Living



1979

9m² / Chinese



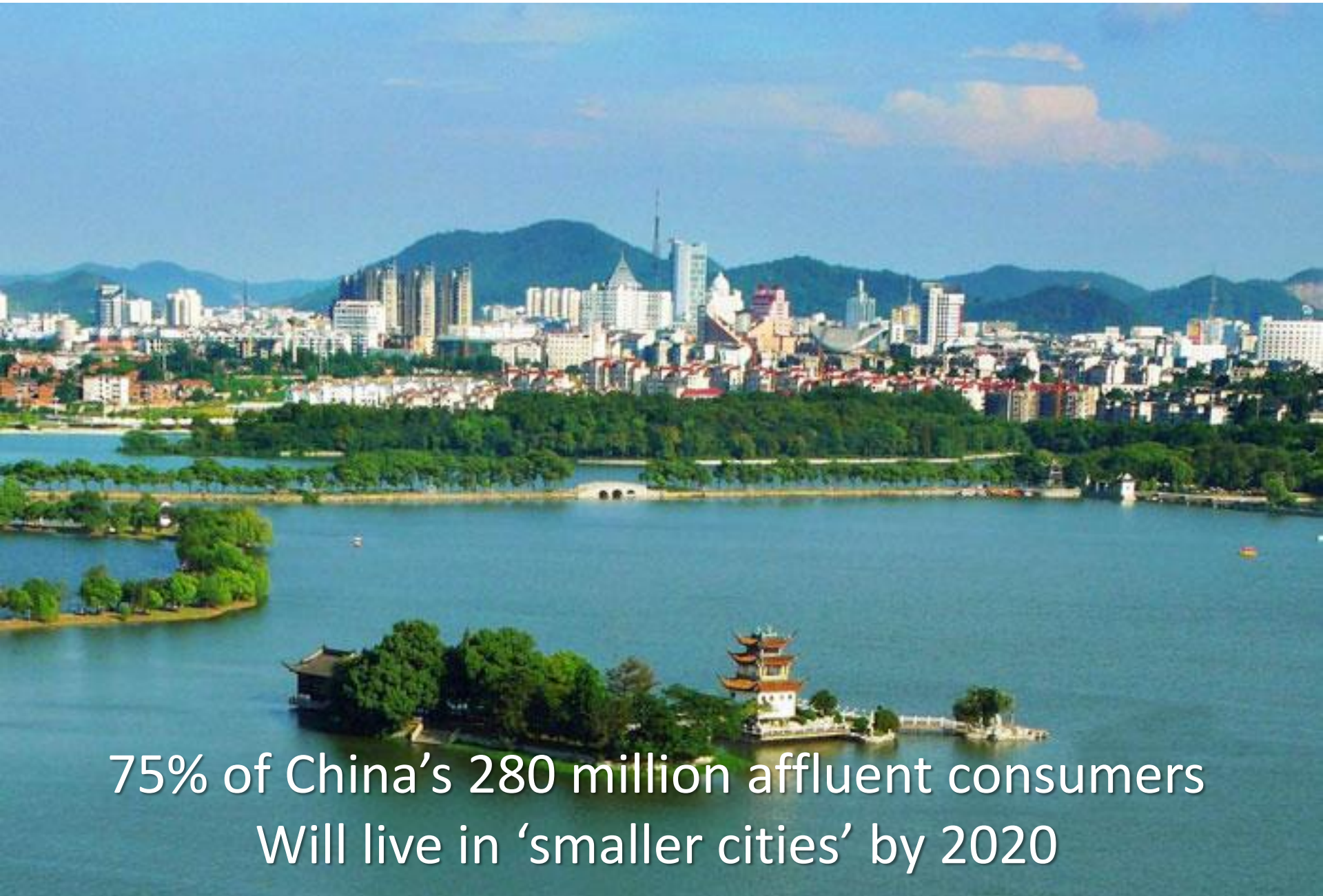
2014

32m² / Chinese

Where They're Living

114
cities in
China
have more
people than
New Zealand

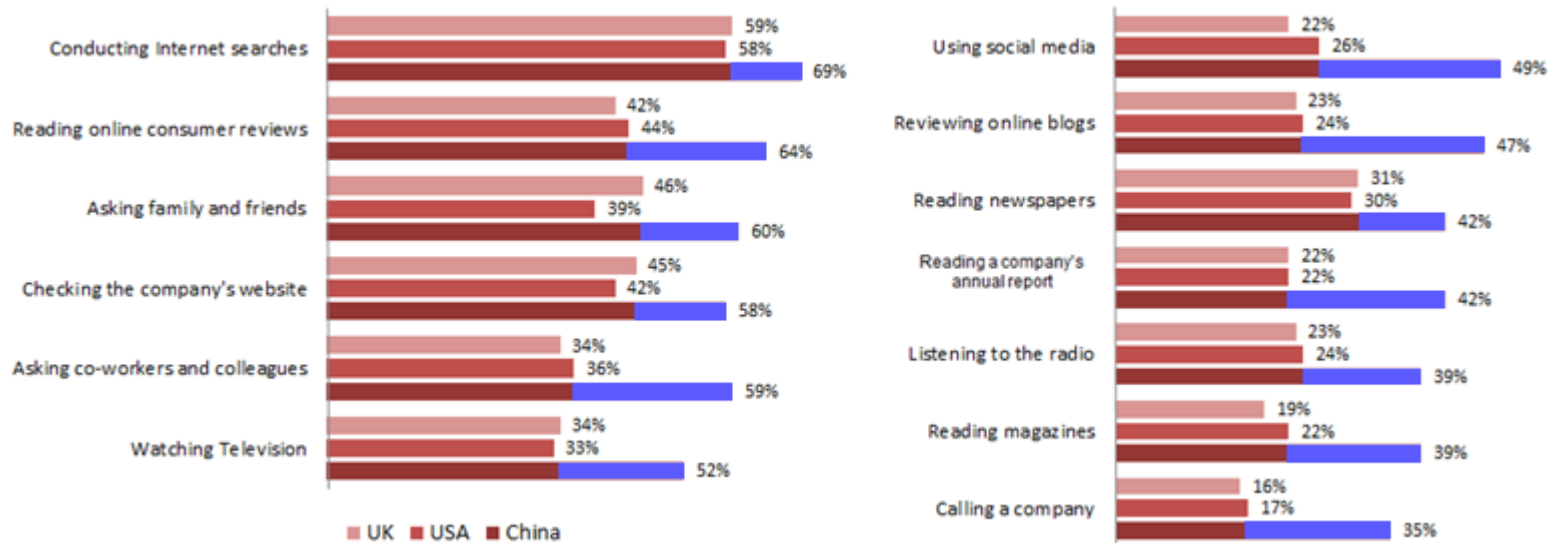




75% of China's 280 million affluent consumers
Will live in 'smaller cities' by 2020

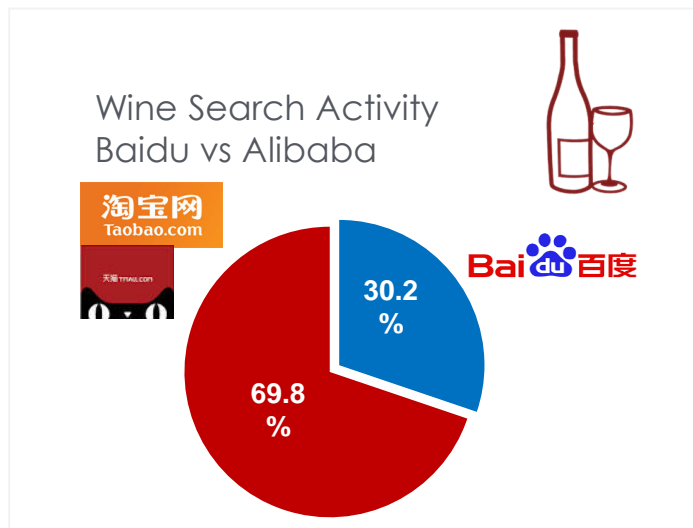
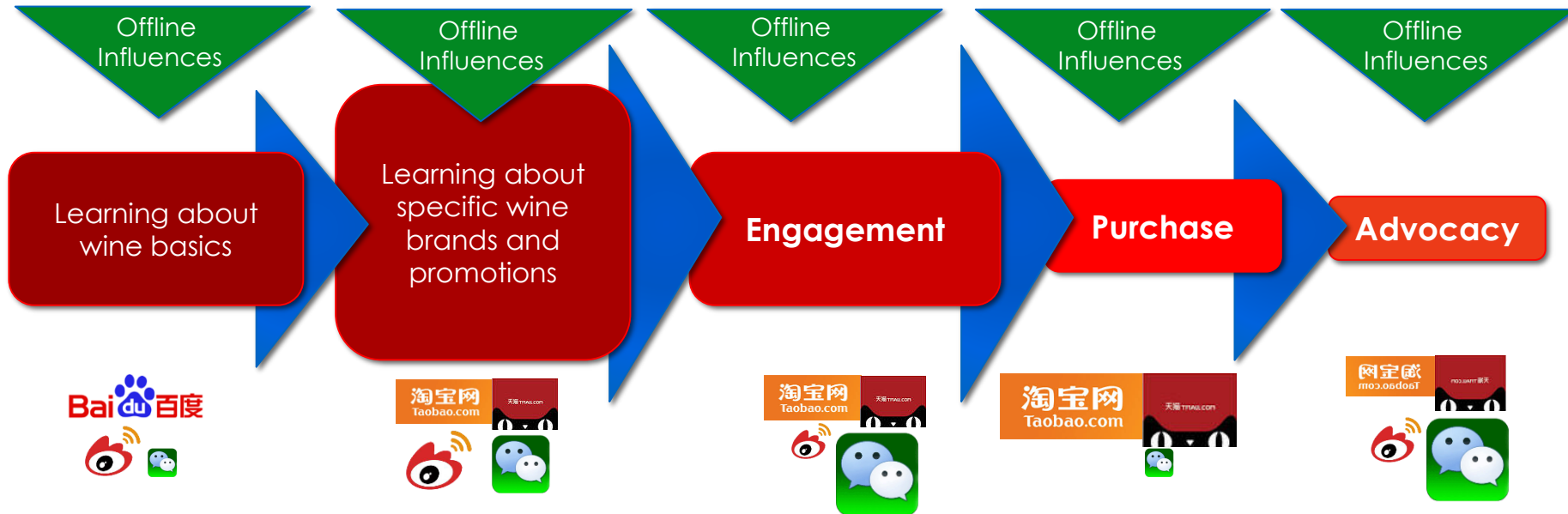


Chinese research like no one else



Source: Cohn & Wolfe

Online Customer Journey for Wine



Easy Analysis of Ecommerce Sellers

淘宝网
Taobao.com

宝贝 新西兰奶粉

搜索

在结果中排除 请输入要排除的词 确定

¥49.00 4121人收货
【天猫超市】新西兰进口味佳欣Cowala成人全脂奶粉1KG装
¥24.51元/500g
天猫超市 上海

¥99.00 2859人收货
【热卖22000件】Akarola爱童新西兰原装进口婴儿牛奶粉2段900g
¥55.00元/500g
akarola爱童旗舰店 浙江 杭州

¥68.00 2476人收货
【天猫超市】新西兰进口味佳欣Cowala成人脱脂高钙奶粉1KG装
¥34.00元/500g
天猫超市 上海

¥158.00 2449人收货
新西兰原装进口成人奶粉Anchor全脂奶粉1KG*2袋 成人奶粉
¥39.51元/500g
anchor安佳官方旗舰店 上海

¥69.00 2105人收货
【天猫超市】新西兰原装进口奶粉Anchor安佳全脂奶粉1KG/袋
¥34.50元/500g
天猫超市 上海

¥69.00 1874人收货
【天猫超市】新西兰原装进口奶粉Anchor安佳脱脂奶粉1KG/袋
¥34.50元/500g
天猫超市 上海

¥49.00 1619人收货
【天猫超市】新西兰进口味佳欣Cowala成人全脂奶粉1KG装
¥24.51元/500g
天猫超市 广东 广州

¥138.00 1306人收货
Karivita 新西兰进口全脂成人奶粉 高钙高蛋白 青少年900g 奶粉
¥69.00元/500g
karivita卡利维塔旗舰店 上海

¥128.00 1266人收货
【京东自营】新西兰进口脱脂成人奶粉 高钙高蛋白 女士中老年人900g 奶粉
¥64.00元/500g
karivita卡利维塔旗舰店 上海

¥59.90 销量: 2343
两罐包邮 感恩父母
伊利 中老年奶粉

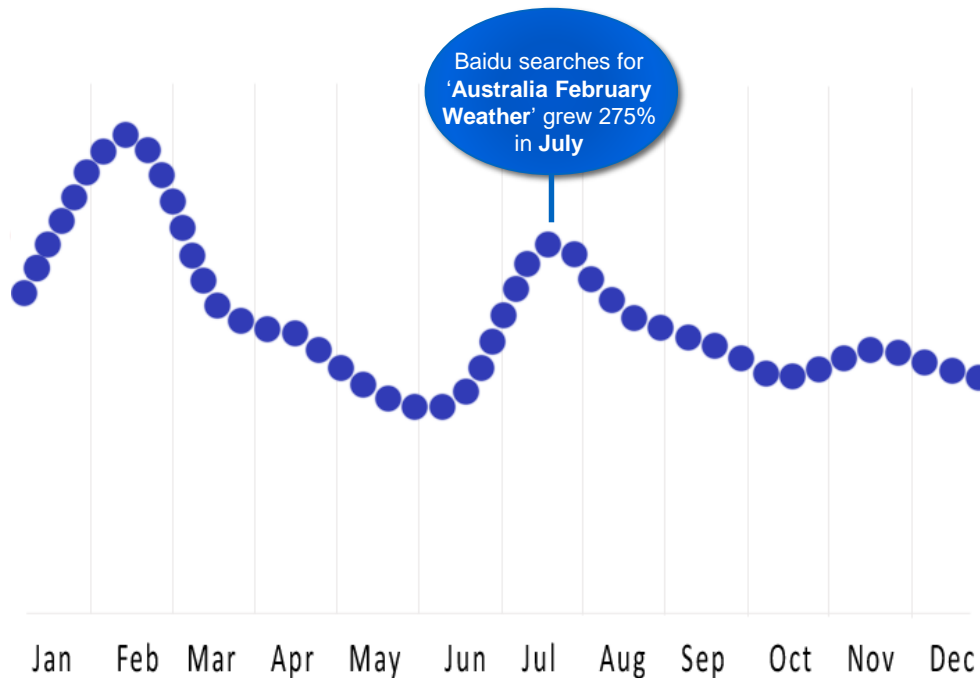
¥59.00 销量: 652
专注进口奶粉6年
S26 成人奶粉

¥30.00 销量: 1183
累计成交: 29000笔!
脱脂+高蛋白+不添加蔗糖
脱脂奶粉

¥25.00 销量: 217
买二送一
全脂奶粉
25元 两件包邮

Research starts 3-6+ months before a trip overseas

Chinese visitors to Australia



84%

travelling Chinese share their experiences on social media



80%

used the Internet to research travel in 2015 (it was 53% in 2014)



42%

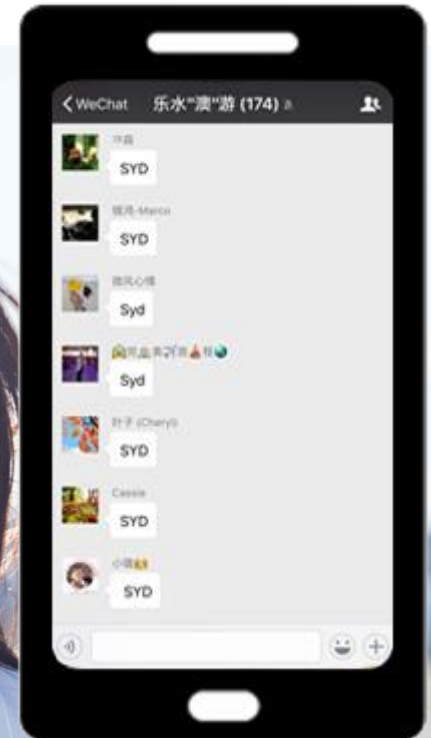
online luxury travel reviews globally are from Chinese

Packaging Helps Build Trust & Even Go Viral





Using WeChat Groups Content to Grow Following, Engagement & Insights



Experience

SYD

EAT. SHOP. FLY

TOURISM AUSTRALIA



To sum up

- Chinese consumers often view things differently than we do
- Growth is being driven by China's Millennial consumers
- Those consumers are living all over China
- Meaning ecommerce is one of the most effective ways to reach them
- But a lack of trust means Chinese do a lot of research before they buy, much of it online on channels such as social media, search and ecommerce
- Transparency on ecommerce helps identify and assess vendors and platforms
- Use other channels to promote products on ecommerce

Questions

Bloomberg  REUTERS  ABC  eMarketer AdAge campaign  Forbes



subscribe to the world's most read China marketing newsletter at chinaskinny.com

