

**CHINESE
CONSUMER
VALUE INDEX
2022**

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AVANTGARDE

AVANTGARDE is a leading global brand experience agency founded in Germany, with 10 offices across 7 countries in the world. For almost 20 years in China, Managing Partner Christian Stipp and a team of passionate experts have been dedicated to creating fans for international brands.

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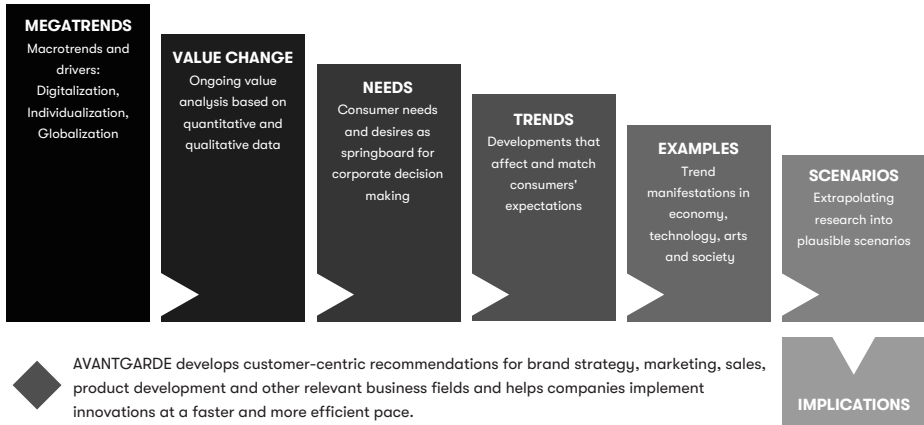
Headquartered in Munich, since 1992 Trendbüro has been keeping track of megatrends, Zeitgeist change and social trends as well as their impact on consumers and markets. We turn them into actionable insights that help business adapt and address the customers of tomorrow.

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Maggie Li 李琦

Shanghai-based trend researcher and documentary producer. Apart from being the chief editor of the Chinese Consumer Value Index, she is also the co-producer of Oscar-nominated documentary Ascension, which explores what's going on behind China's manufacturing, business, and social scenes.

Trend Framework



Methodology

Analyzing
nearly

million
4

microblog posts on

Sina Weibo,

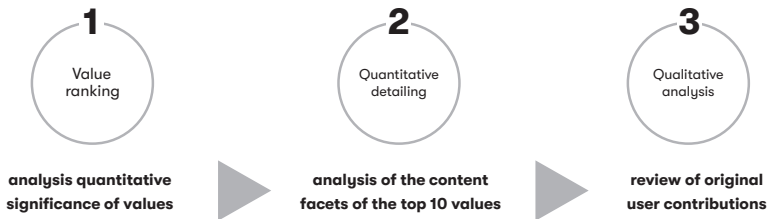
from July to

December

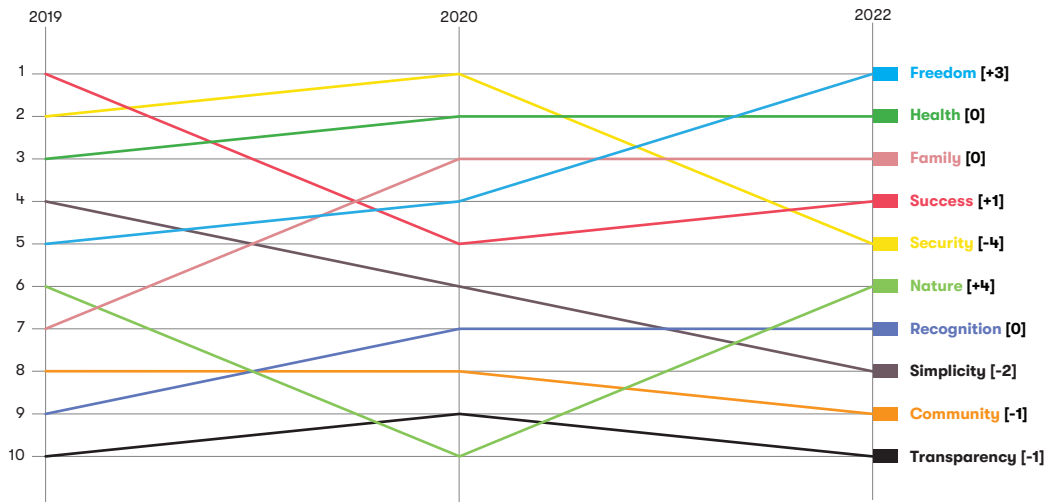
2022

Outcome are the 10 most important values of Chinese Consumers today.

*The values the research focused on were set by the users, not by researchers.



Value Index Ranking



An illustration of four young people laughing joyfully outdoors. The scene is set against a bright blue sky with white clouds and a sun. In the foreground, a young woman with dark hair and a pink top is laughing with her mouth wide open. Next to her is a young man with dark hair and a purple choker, also laughing. To his right is a young woman with reddish hair and a blue top, laughing. In the background, another young woman with dark hair and a pink top is laughing. The overall mood is happy and carefree.

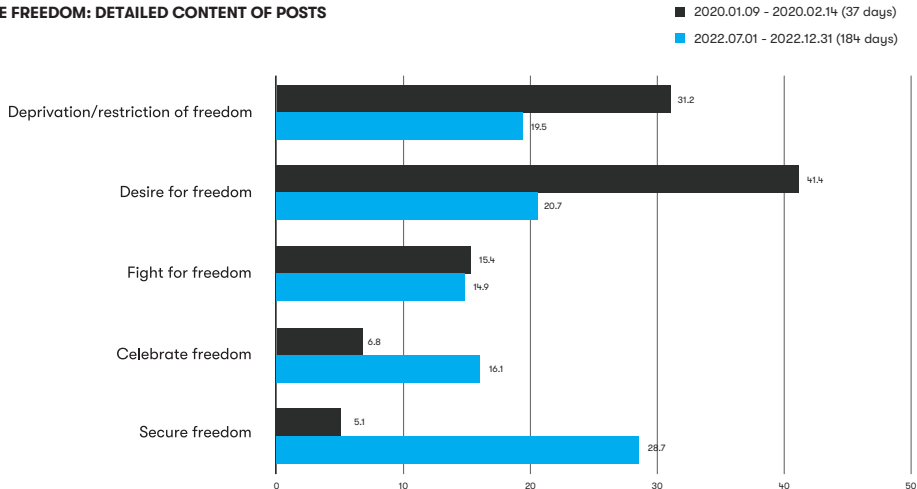
Freedom

Go outdoor ! Go social !

In the post Covid China, Chinese consumers have placed a greater emphasis on freedom because the pandemic seriously disrupted their daily lives. As a result, they now prioritize the ability to make choices and have control over their own lives, including the products they purchase and the experiences they seek. Engaging in outdoor activities such as hiking and camping is a direct way to celebrate this freedom by reconnecting with themselves, people and nature.

Discussions about freedom online tend to favor milder wording and actions from “fight for” to “secure”, and from “deprivation” to “celebration” to express desire of it.

VALUE FREEDOM: DETAILED CONTENT OF POSTS



People's desire to achieve physical freedom peaks and creates the momentum to inject outdoor elements into diverse daily scenes.

While no longer prohibited by pandemic regulations, citizens' consumption power is inevitably crippled, which urgently calls for a market of affordable outdoor experiences that brings back long-missing physical freedom and interaction with others in dopamine-inducing settings.

Having been the fastest-growing market in the past decade globally, China's market is now ready to embrace full-on integration of low-threshold, leisure-inclined, and social-focused outdoor scenarios from dates, family quality time to corporate events.



Health & Security

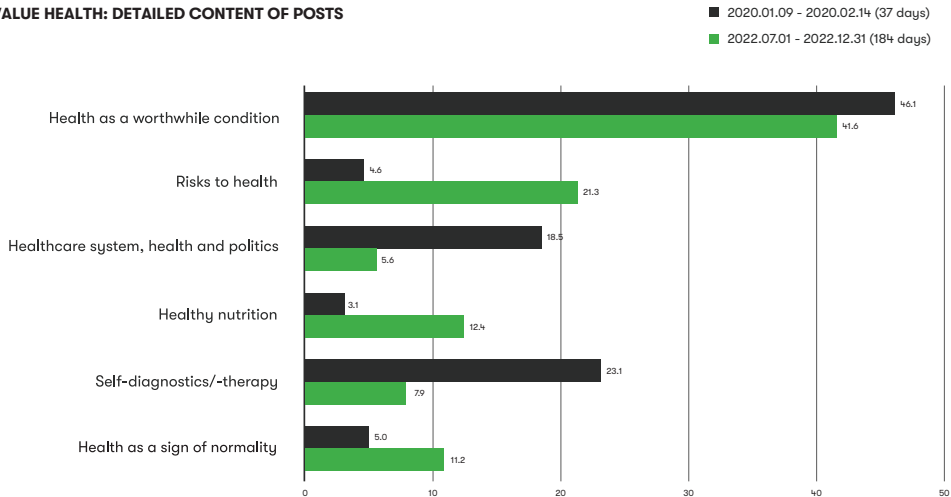
Health for all
and above all

Health & Security

The pandemic made most Chinese people prioritize health as a means of protecting themselves, prompting them to take proactive measures to reduce their risk of future illnesses, including eating healthy, seeking professional advice, exercising, etc. This focus on health is linked to a desire for security as it provides a sense of control over their well-being.

Emphasis have shifted toward “risks to health” and “healthy nutrition” when it comes to preserving health while people’s trust level in self-diagnostics/therapy has greatly reduced.

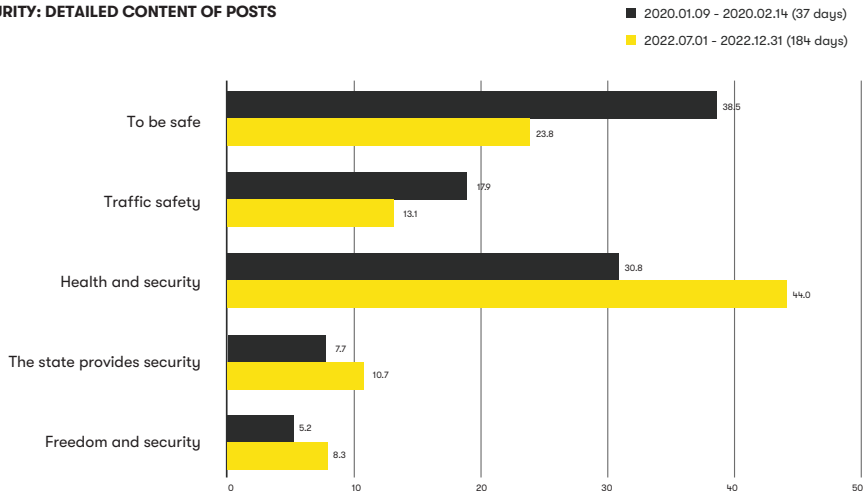
VALUE HEALTH: DETAILED CONTENT OF POSTS



Health & Security

The relationship between health and security becomes more intricately intertwined as the pandemic disposes people into the state of physical, mental, and financial insecurity.

VALUE SECURITY: DETAILED CONTENT OF POSTS



Brands should open up to collaborating at a deeper and longer level with health-relevant platforms and IPs such as Doctor Dingxiang, which is nothing short of a social media buzz creator and an ambassador for health knowledge distribution.

The four major customer groups for health-preserving market: young adults, overtime workers, childbearing moms, and the elderly developed respective orientation around their consumption, with the focus shifting on the age spectrum from fun-seeking to efficient.

Especially for products or services addressing the prevalent problem of anxiety and staying up habit, customers are prone to accept them easily for alleviation of sense of insecurity.



Family & Community

Mutual support

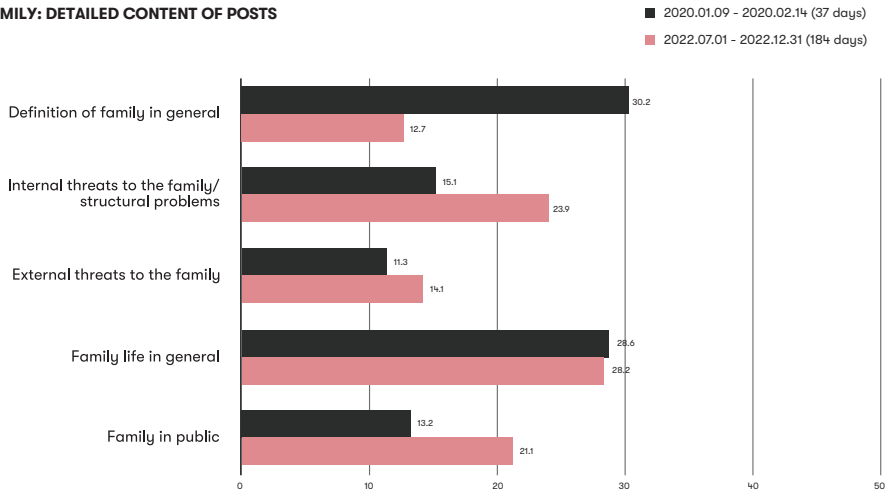
Family & Community

The pandemic has highlighted the importance of mutual support and community resilience, and families have played a key role in providing this support. Additionally, quarantine required families to rely on their immediate community for resources and services, further strengthening their connections.

Family & Community

Internal threats to the family/structural problems within the family have been further brought to the spotlight due to pandemic-induced lockdown and other challenges a family must face.

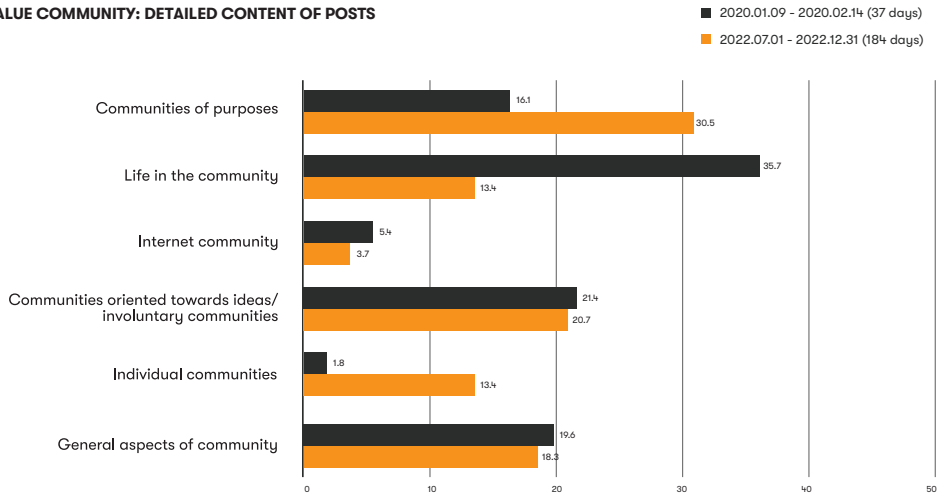
VALUE FAMILY: DETAILED CONTENT OF POSTS



Family & Community

While the volume of “Communities of purposes” and “Individual communities” grow significantly, the talking of specific “Life in the community” is not as prevalent.

VALUE COMMUNITY: DETAILED CONTENT OF POSTS



Family & Community

Families are more interconnected on the community basis, forming a natural traffic pool for brands and services to navigate.

Family units have been trained to use community group buy method and purchase more in each order to hoard for unexpected situations during the pandemic. The habit of consulting and informing other community members before consumption is the perfect chance for brand to cultivate KOCs and break down the marketing tactics to a more regional level.



Success & Recognition

**Define your
own success**

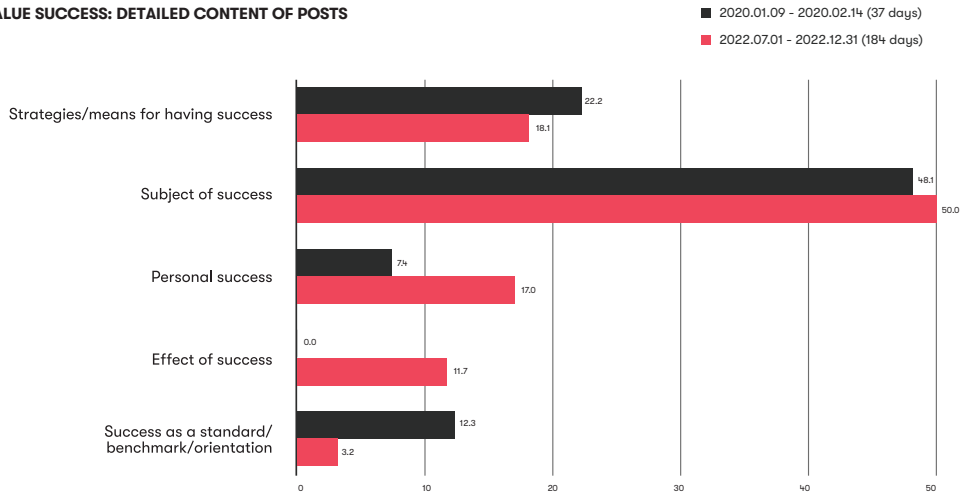
Success & Recognition

With increased awareness of the importance of mental health and well-being, some Chinese people now prioritize a state of mind over material possessions or external achievements. In addition, the pandemic may have disrupted traditional social structures and relationships, leading some individuals to seek recognition and validation as individuals rather than solely within their group or community.

Success & Recognition

The tendency to regard “Success as a standard/benchmark/orientation” decreases is aligned with the increase in talking of “Personal success” and “Effect of success”, implying a more diverse definition and meaning of success.

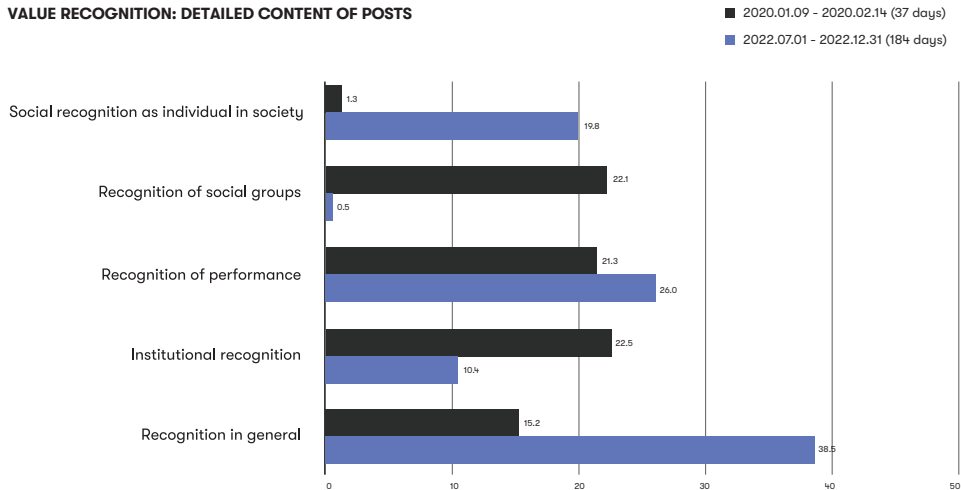
VALUE SUCCESS: DETAILED CONTENT OF POSTS



Success & Recognition

The sharp drop of “Recognition of social groups” forms a stark contrast with the spike of “Social recognition as individual in society”, which also coincides with the lowering of ranking for value community.

VALUE RECOGNITION: DETAILED CONTENT OF POSTS



Success & Recognition

Growing recognition of success as “a state of mind” creates the marketing niche of advocating lifestyles more focused on composed and positive mindset rather than materialistic accomplishment.

Athletes have been widely employed to demonstrate corresponding brand spirits of their mental power and personal charm derived from self-discipline. As the trend of social recognition as an individual in society ascends while that of social groups sinks, consumers' desire to be recognized and endorsed needs to be satisfied in daily consumptions and experiences.



Nature & Simplicity

**Quality over
cost-efficiency**

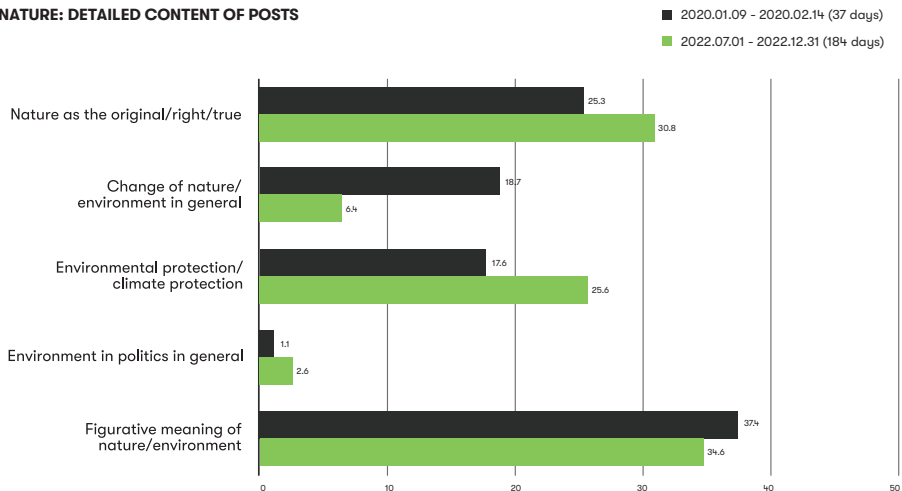
Nature & Simplicity

Many Chinese consumers are now more aware of the environmental impact of their choices and are prioritizing sustainable and ethical options. As a result, the values of nature and simplicity have become increasingly important factors in the decision-making process. Consumers are looking for products that align with their values and reflect a simpler, more natural way of living.

Nature & Simplicity

Regarding “Nature as the original/right/true” and discussion about “Environmental/climate protection” are both gaining more prevalence on basis of the previous high ratio.

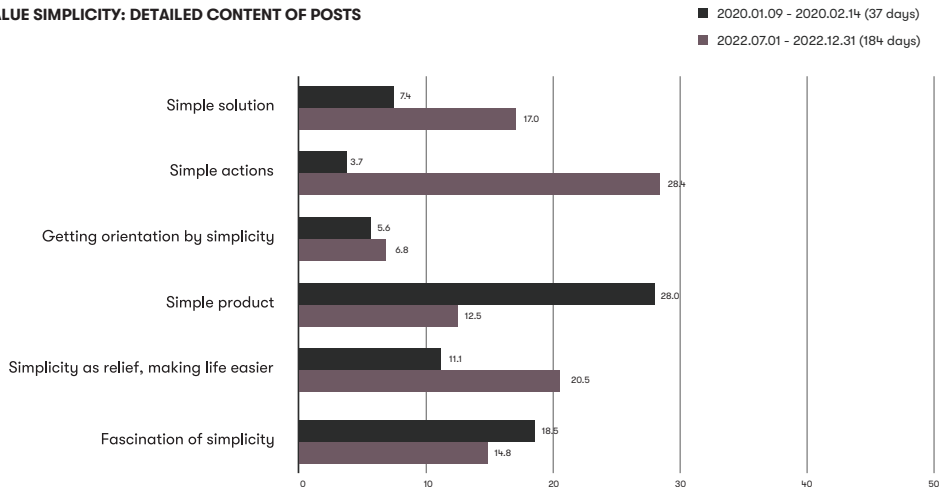
VALUE NATURE: DETAILED CONTENT OF POSTS



Nature & Simplicity

“Simple actions” has replaced “Simple product” as the most talked about subject and people’s inclination to take “Simplicity as relief/making life easier” almost doubles.

VALUE SIMPLICITY: DETAILED CONTENT OF POSTS



Nature & Simplicity

The combo of nature and simplicity has become the determinant for purchasing decisions on top of cost efficiency.

Marketing campaigns integrating nature elements and minimalism have been gaining a growing popularity pre-covid in industries such as cosmetics, home deco, outdoor supplies, and food and beverages, and have stayed as the no-brainer choice for consumers rather than any alternative that takes up more mental processes.

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