

MiNTEL

Mintel Reports China

The smartest way to understand
consumer markets across China.



Understand what Chinese consumers want and why.

The year 2022 marks the 10th anniversary of the China Report. This year we will introduce a series of new and forward-looking topics with 135 new reports across 16 categories: reinventing the Lifestyle series to focus more on segmented discussions and creating a new Lifestyle – Attitudes and Trends series, looking at consumer attitudes towards sustainability, emerging culture, uncertainty, etc.; following market hotspots, the series explores “private domain traffic”, “D2C retail” and many other new themes; new respondents aged 50-59 years old were added to the entire series; more consumer labels; new consumer profiles in food and beverage and beauty care series.

Mintel Reports China, providing practical advice for companies and brands on their future actions!



THE CONSUMER

What they want.
Why they want it.



THE MARKET

Size, segments,
shares and
forecasts: how it
all adds up.



THE COMPETITORS

Who's winning.
How to get
ahead.



THE TRENDS

What's shaping
demand – today
and tomorrow.



THE INNOVATIONS

New ideas.
New products.
New potential.



THE OPPORTUNITIES

Where the white
space is. How to
make it yours.



THE FUTURE

Expert
predictions,
rooted in facts.

3 ways Mintel Reports China will help your business grow:

01

Identify future opportunities by understanding what Chinese consumers want and why.

02

Make better decisions faster by keeping informed on what's happening across China consumer markets.

03

See the trends and innovations impacting you on a local and global level.

Complete list of all titles:

AUTOMOTIVE

Car Aftermarket
Car Marketing and Retailing
Car Purchasing Process
Car Usage Habits
Lifestyles of Luxury Car Owners
New Energy Cars and Smart Cars

BEAUTY & PERSONAL CARE (BPC)

Age Management Products
Attitudes Towards Prestige BPC Products
Baby Personal Care
Beauty Devices
Bodycare
Colour Cosmetics - Face
Facial Cleansing and Makeup Removal Products
Hair Colourants and Styling Products
Haircare
Men's Grooming Routines
Oral Care
Personal Care Products during Pregnancy
Soap, Bath and Shower Products
Suncare
Women's Facial Skincare
Facial Masks

BPC+ NEW FOR 2022

BPC Ingredient Knowledge
Colour Cosmetics - Eye and Eyebrow
Colour Cosmetics - Lip
Format and Texture Trends in BPC
Fragrance Trends in BPC
Managing Skin Conditions
Skin Beauty Services
The Green BPC Consumer

CONSUMER FINANCE

Consumer Spending Sentiment - 1H
Consumer Spending Sentiment - 2H

DRINK

Beverage Blurring
Bottled Water
Consumption Habits of Alcoholic Drinks
Functional Drinks
Instant, Drip Bag and Pod Coffee
Plant-based Drinks
RTD Coffee
Sparkling Drinks
Tea Drinks
Western Spirits

FOOD

Cheese
Consumer Snacking Trends
Cooking and Baking Habits
Cooking Oils
Festive Foods
Ice Cream
Instant Foods
Meal Replacements
Milk and Dairy Beverages
Packaged Bakery Foods
Pet Food
Plant-based Food
Purchasing Food and Drink for Children
Ready Meals
Sauces, Seasonings and Spreads
Senior Food and Drink Solutions
Sugar Confectionery
Yogurt

FOODSERVICE

Bakery Houses
Hot Pot Dining
Menu Insights
Menu Insights - Tea Houses
On-premise Alcoholic Trends
On-Premise Coffee Consumption
Western Style Casual Dining

HOUSEHOLD

Air Care
Dishwashing Products
Laundry and Fabric Care

Shopping for Household Cleaning Products

LOWER TIER CITIES

Beauty in Lower Tier Cities
Car Owners in Lower Tier Cities
Eating in Lower Tier Cities
Marketing to Young Parents in Lower Tier Cities
Social Life in Lower Tier Cities
Spending Habits in Lower Tier Cities
Usage of Appliances and Devices in Lower Tier Cities

LUXURY AND FASHION

Attitudes towards Luxury
Attitudes towards Street Fashion
Digitalisation in Luxury
Gender-neutral Fashion
Sports and Fitness Wear
Women's Underwear Retailing

RETAIL - HOME

Home Retailing
Household and Cleaning Appliances
Large Kitchen Appliances
Personal Care Appliances
Small Kitchen Appliances

RETAIL - OVERVIEW

Beauty Retailing
Evolving Retailing Trends: Guochao
Experiential Retailing
Fresh Grocery Retailing
Mother and Baby Products Retailing
Online Shopping Festivals
Private Traffic: Direct-to-Consumer Retailing
Trends of Online Retailing

TECHN & MEDIA

Attitudes towards Emerging Technology
Attitudes towards Personal Data Privacy
Digital Trends - 1H
Digital Trends - 2H
Gaming Trends

Mobile Phone and Integrated Apps
Smart Home
Social Media Apps
Technology Habits of Over-55s

TRAVEL & LEISURE

Holiday Trends
Hotels
Leisure Time of the Young Families
Marketing to Young Travellers
Seniors' Leisure Time
The Outdoor Consumer

WELLBEING

Baby Supplementary Food
Diet for Healthy Aging
Gut Health Management
Health Supplements
Infant Milk Formula
Managing Emotional Wellbeing
Nutrition for Pregnancy
Nutrition Knowledge
The Fitness Consumer
Trends in Health and Wellness

LIFESTYLE - DEMOGRAPHIC

The Chinese Consumer
Attitudes towards Home Living
Lifestyles of Gamers
Marketing to Gen Z
Marketing to Men
Marketing to Modern Women
Marketing to Over-55s
Marketing to Pet Owners
Marketing to Young Families

NEW FOR 2022

LIFESTYLE - ATTITUDE AND TRENDS

Attitudes towards Emerging Culture
Attitudes towards Sustainability
Attitudes towards Uncertainties
Fan Economy

*Titles subject to change.

Why clients choose Mintel:

WE UNDERSTAND THEM

Our **expert-led intelligence** tells our clients what their consumers want and where their market is heading. We have hundreds of analysts based around the world who are passionate about the areas they cover.

THEY TRUST US

Our **high-quality data** and rigorous methodologies give clients confidence in decision-making right across their business.

THEY LIKE WORKING WITH US

We take pride in our relationships and giving our clients **the best service** through dedicated account management, client service teams and expert analysts.

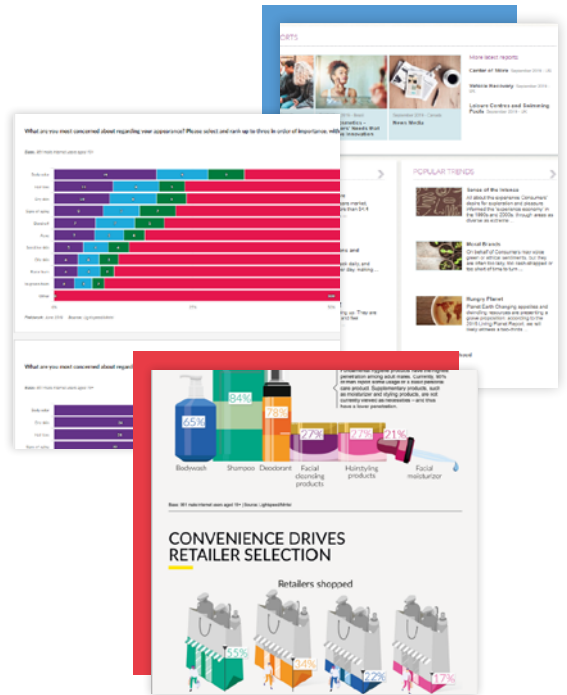


Experts in what consumers want and why



Connect with China experts.

Every report is written by experienced analysts in the China market. And you get more access to them; they are there to answer questions you have, help on your next project and even discuss how a trend will impact you.



Mintel reports are the first place we go and Mintel Trends is a great asset for us to understand trends in consumer behaviour and technology."

— Publicis



If you're presenting new ideas, it's essential they are underpinned by robust data and evidence, and rooted in fact. Mintel gives us all that. It's a great brand and one that's trusted by clients."

— Wunderman Thompson

What makes Mintel Reports China unique?

01

Robust proprietary and third-party data.

02

Local industry experts putting data into context.

03

Analyst insights and expert recommendations.



About Mintel

Mintel is the **expert in what consumers want and why.**

As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.

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