



Mintel Reports China

The smartest way to understand
consumer markets across China.



Understand what Chinese consumers want and why.

Mintel is getting bigger. Our clients wanted to know more about consumers across China and in 2020, we have added 3 new report libraries and 30 new titles, taking our sector coverage to 135 reports. Each combines consumer research, product innovation, market information and competitive analysis to give you a complete 360-degree view. Mintel Reports China are also rooted in robust data and written by expert analysts – so you can have confidence in the decisions you make.

Each report will help you to quickly understand:



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.

Experts in what consumers want and why

Complete list of all titles:

AUTOMOTIVE

Auto Influencers
Auto Market Beat (quarterly)
Car Aftermarket
Car Purchasing Process
Car Usage Habits
Lifestyles of Luxury Car Owners

BEAUTY AND PERSONAL CARE (BPC)

Age Management Products
Attitudes towards Prestige BPC Products
Baby Personal Care
Beauty Devices
Bodycare
Colour Cosmetics
Facial Masks
Fragrances
Hair Colourants and Styling Products
Haircare
Managing Skin Conditions
Nappies
Oral Care
Soap, Bath and Shower Products
Suncare
Women's Facial Skincare

BPC+ | NEW FOR 2020!

Attitudes towards J-beauty and K-beauty
Beauty Influencers
Beauty Services
Clean Beauty
Facial Cleanser and Make Up Removal Products
Men's Facial Skincare
Personal Care Products during Pregnancy
Young Beauty Consumers

CONSUMER FINANCE

Credit Card Marketing
Consumer Spending Sentiment (quarterly)

DRINK

Beer
Beverage Blurring
Chilled Drinks
Plant-based Diets
Sparkling Drinks
Sports and Energy Drinks
Tea Drinks
Western Spirits

FOOD

Baby Nutrition
Breakfast Foods
Cheese
Consumer Snacking Trends
Cooking and Baking Habits
Cooking Oils
Festive Foods
Ice Cream
Instant Foods
Meat Snacks
Milk and Dairy Beverages
Packaged Bakery Foods
Pet Foods
Ready Meals
Sauces, Seasonings and Spreads
Yogurt

FOODSERVICE

Bakery Houses
Hot Pot Dining
Menu Insight - Brunch & Afternoon Tea
Menu Insight - Regional Cuisines
Menu Insight - Tea Houses (bi-annual)
On-premise Coffee Consumption

HOUSEHOLD

Air Care
Dishwashing Products
Laundry and Fabric Care
Shopping for Household Cleaning Products

LIFESTYLE

Attitudes towards Sustainable Packaging
Lifestyles of Gamers
Marketing to Men
Marketing to Over-55s
Marketing to Pet Owners
Marketing to University Students
Marketing to Young Families
Premiumisation of Local Brands
The Chinese Consumer

RETAIL

Beauty Retailing
Car Retailing
Fresh Grocery Retailing
IP and Licensed Merchandise
Large Home Appliances
Mother and Baby Products Retailing
Omnichannel Retailing
Pop-up Stores
Shopping Malls
Small Home Appliances
Social Commerce

TECHNOLOGY AND MEDIA

Digital Trends (quarterly)
E-learning
E-sports
Mobile Phones and Network Providers
Smart Home
Technology Habits of Gen Z
Technology Influencers
Wearable Devices

TRAVEL AND LEISURE

Family Leisure
Impact of COVID-19 on Consumer's Leisure Time
Impact of COVID-19 on Travel
Marketing to Senior Travellers

Music Festivals
Sports Among the Youth
The Arts and Crafts Consumer
Travel Influencers
Winter Holidays

NEW FOR 2020!

HEALTH AND WELLBEING

Diet for Weight Management
Gut Health Management
Health Supplements
Immunity Management
Managing Emotional Wellbeing
Nutrition Knowledge
OTC Analgesics and Cough, Cold and Flu Remedies
The Fitness Consumer

LOWER TIER CITIES

Car Owners In Lower Tier Cities
Healthy Eating In Lower Tier Cities
Marketing to Mums in Lower Tier Cities
Personal Grooming Routines in Lower Tier Cities
Purchasing Technology Products in Lower Tier Cities
Social Media Usage in Lower Tier Cities
Spending Habits in Lower Tier Cities

LUXURY AND FASHION

Athleisure Brands
Children's Wear
Designer Brands
Fashion Influencers
Luxury Accessories
Luxury for Gen Z
Shopping in Outlets

*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.

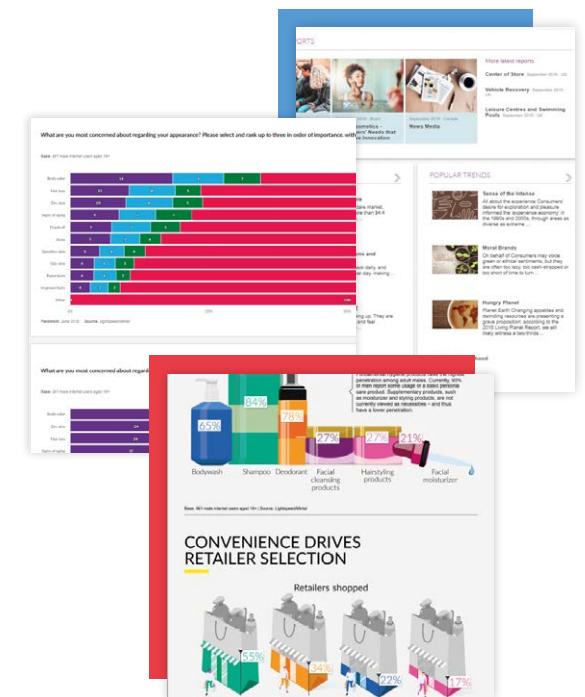
THEY LIKE WORKING WITH US

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



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.



MINTEL

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 [intel.com](https://www.mintel.com).

To find out more:



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