



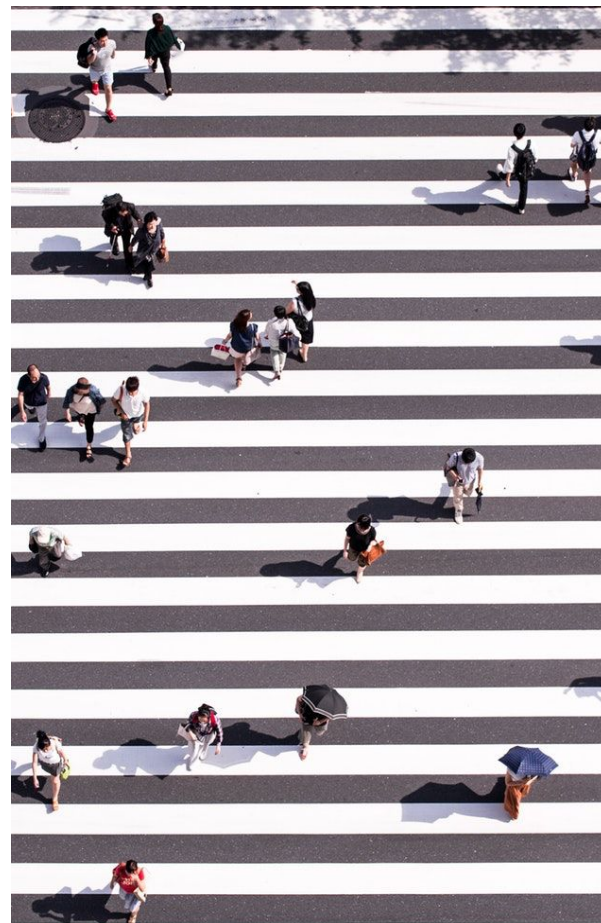
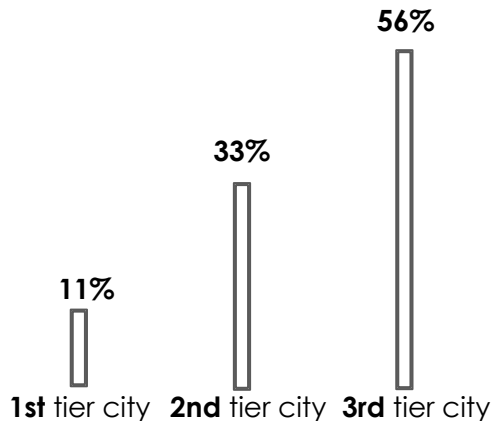
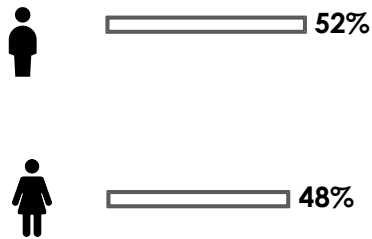
Quick Peek: China's Next

Generation of Consumers

The new generation in China

Defined as those born between 1995 - 2009, Gen-Z (also called Z-lennials) are becoming a key demographic in China.

With a total of **260 million**, Chinese Gen-Z accounts for **20%** of Chinese population, **40%** of total consumption.



The evolution of individualism of young generations

1980



80s

The SPROUT

Grown up within the **Deng's Reformist Era**, 'socialism with Chinese characteristics.'

The 1st generation of **single child**. Optimistic about future and seek for stable life

A bright future is approachable through personal efforts

1990



90s

The RISE

Grown up within the **Jiang's Recovery Era**, restoring stability and economics.

Enjoy better resources, more freedom, but also more **risks**. Focus on the joy of the present.

Live in the present, live a quality life

1995/00



95s / Gen-Z

The FULL AWAKENING

Grown up witnessing the **growth and Glory Era** under **Hu's and Xi's** leaderships.

Inherit more **autonomy**, defy conventions and avoid mainstream culture.

The real happiness cannot be driven by material achievements'

How does it translate into their consumption need

1975/85



80s

The SPROUT

Functional

/// A product that *simply works* in the way I want

1985/90



90s

The RISE

Emotional

/// A product that *resonates* with me

1995/00



95s / Gen-Z

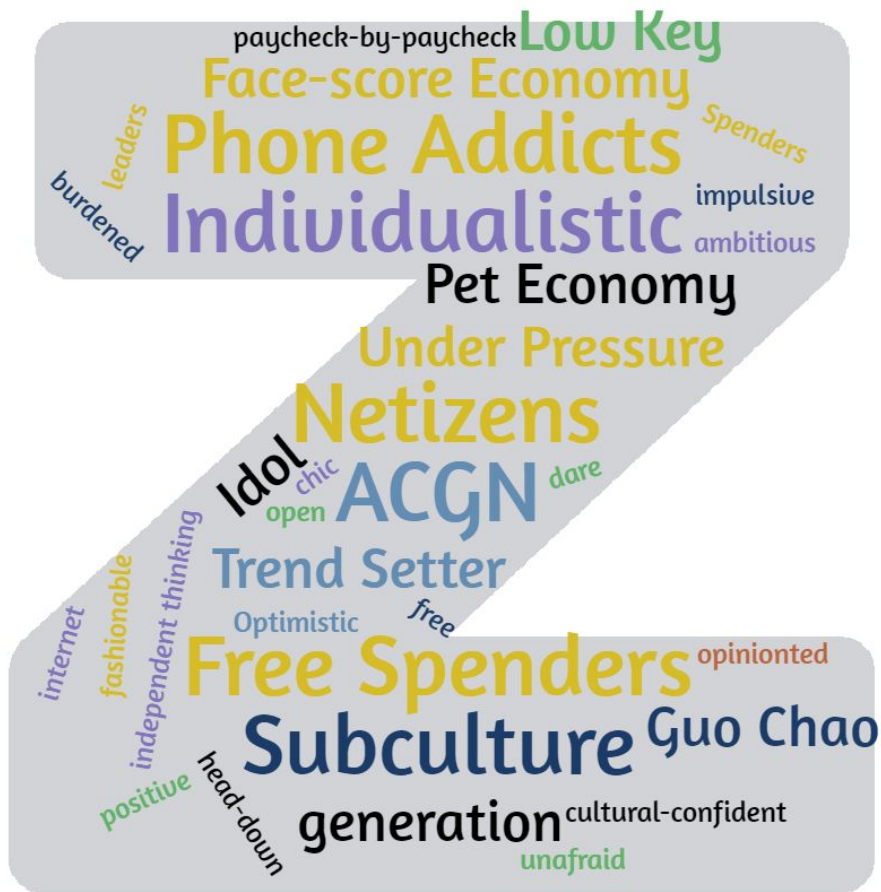
The FULL AWAKENING

Expressive

/// A product that *represents* my identity & who I am



What do they describe themselves?



1

**Individualism
vs.
Sense of belongings**

They pursue individuality but they cluster closely around “tags” and grow with these “tags”



On **Bilibili**, one of the major video platforms in China:

2M+

Tags on celebrities, pets, food, dance, beauty, fashion, games...

7000+

Interest/identity-based core groups for celebrities, video games, ACG, toys and Chinese traditional culture



They are more than willing to pay for their interests and sense of belonging

E-Sports



- **60%** of esports enthusiasts are Gen Z
- **32%** of competition revenue comes from fans
- Female players show increased spending power

ACGN



- Gen Z contributes **40%** of Cosplay revenue
- **70%** of spending comes from “Kawaii Girls”
- More potential from lower-tier cities

Traditional Culture



- **90%** of traditional culture advocates are Gen Z on Bilibili
- Traditional clothing market grew **300%** in 2 consecutive years

BJD Figurine



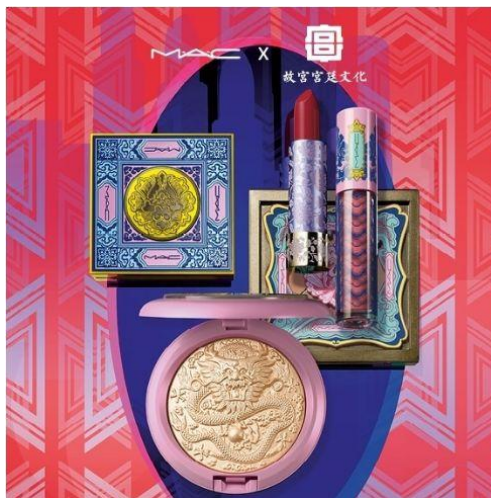
- Sales of 2019 exceed **5000%** comparing to YoY growth
- Rise of blind boxes, eg. PopMart

Brands trying to tap into these “groups” of Gen-Zs

MAC
X
Honor of
Kings

MAC
X
Forbidden
City

MAC
X
Kakao
Friends



2

Element
of
Unexpectedness



They want certainty but are excited about the unexpectedness

Key Characteristics



POPMART



Sephora Beauty Blind Box

Photo Credit: Forbes & Sephora



3

**I am what I buy
and what I use**

They are more than willing to share and express who they are...

732K
monthly active uploaders

150%
up yoy

Key Characteristics

Thumbnail 1: 瞒天过海 素颜妆 | 高中生日常妆容分享 | 简单易学素颜妆 | 165.9万 | 2020-05-24

Thumbnail 2: 宿舍关系 你害怕吗 | 把矛盾扼杀在摇篮里 | 宫斗 卫生 | 影响 | 08:03

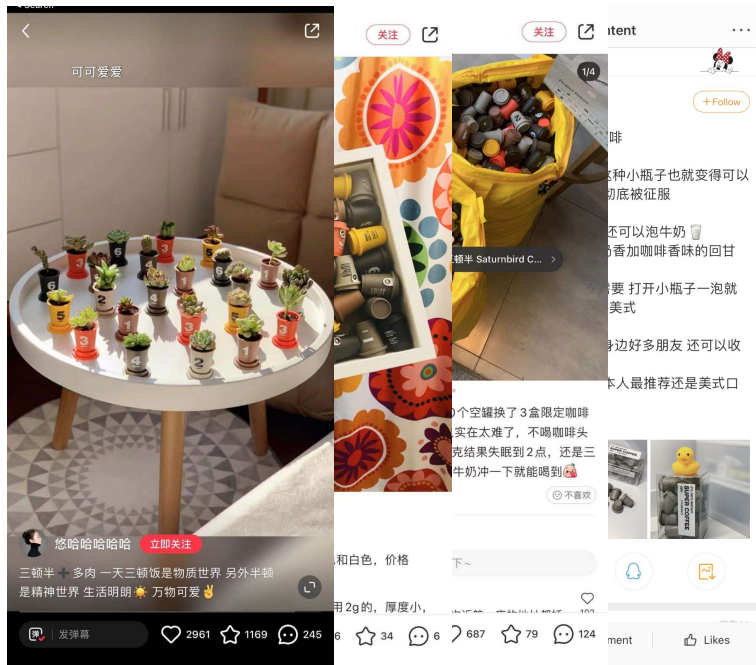
Thumbnail 3: 无脑通过 四六级 | 不看后悔 | 3天过四六级! | 必出题人套路【救命技巧】 | 13.9万 | 2020-12-0

Thumbnail 4: Roman Holiday | 14:16 | 【觉妹】罗马街头穿绝美复古裙转圈, 外国友人惊叹连连! | 438.8万 | 2019-11-21

Thumbnail 5: Weekly Vlog 02 我18岁啦!! | 07:29 | Weekly Vlog#2|我的18岁生日派对|和同学过成年礼 | 47.1万 | 2020-1-17

Thumbnail 6: 震惊 | 韩美娟人走嘴留系列 | 笑吐了! 被龚俊迷倒? 被利路修抢 | 242.6万 | 4-11 | 《宿舍加州旅馆》原先以为是搞笑的, 看了直接跪拜了 | 1313.1万 | 2017-6-3

...and what they buy/use represents who they are



Saturn Bird Coffee



Genki Forest

Finally, Gen-Z is not ONE Target, they are diverse groups of individuals

Brands need to find what resonate with which groups, and then **“breakthrough”**





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