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 stay ahead.

**THE TRENDS**
- What’s shaping demand – today and tomorrow.

**THE INNOVATIONS**

**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:

1. Identify future opportunities by understanding what Chinese consumers want and why.
2. Make better decisions faster by keeping informed on what’s happening across China consumer markets.
3. See the trends and innovations impacting you on a local and global level.

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

**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
- Personal Care Products during Pregnancy
- Young Beauty Consumers

**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
- E-learning
- E-sports
- Mobile Phones and Network Providers
- Smart Home
- Technology Habits of Gen Z
- Technology Influencers
- Wearable Devices

**TRAVEL AND LEISURE**
- Airlines
- Boutique Hotels
- Marketing to Outbound Chinese Tourists
- Marketing to Senior Travellers
- Music Festivals

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*Titles subject to change.

Experts in what consumers want and why.
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
We give our clients security in the decisions they make throughout their business as they base it on our high-quality data gathered through rigorous processes.

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. Be it online or in-person, it’ll always be on-demand, critical in the fast-moving world our clients work in.

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.

What makes Mintel Reports China unique?

- Robust proprietary and third-party data.
- Local industry experts putting data into context.
- Analyst insights and expert recommendations.

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.”

— J. Walter Thompson Worldwide

Experts in what consumers want and why
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.

To find out more:

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