KANTAR

the futures company

Connecting brands with changing youth aspirations

Understanding the Changing Youth Identity in China

STEPHANE ALPERN

Welcome

At the Futures Company, we focus on helping companies profit from change.

642 Million

of young people aged 15-24 in the world live in Asia.

186 Million

of young people aged 15-24 in the world live in China.

ASIA
0 km 600 1200 1800 km
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CHINA
MONGOLIA
INDONESIA
MALAYSIA
JAPAN
NORTH KOREA
SOUTH KOREA
INDIAN OCEAN
NORTH PACIFIC OCEAN
BERING SEA
SEA OF OKHOTSK
SEA OF JAPAN
SOUTH CHINA SEA
EAST CHINA SEA
PHILIPPINES
AUSTRALIA
PAPUA NEW GUINEA
FEDERATED STATES OF MICRONESIA
MARSHALL ISLANDS
Central Siberian Plateau
Gobi Desert
INNER MONGOLIA
SINKIANG
TIBET
ULAN BATOR
BEIJING (PEKING)
PYONGYANG
SEOUL
TOKYO
TAIPEI
HANOI
BANGKOK
MANILA
KUALA LUMPUR
JAKARTA
Sakhaline
Hokkaido
Honshu
Luzon
Sumatra
Java
Celebes
New Guinea
Kamtchatka
Kolyma Range
Kuril Islands
Aleutian Islands
Gulf of Anadyr
Lake Baikal
Irkutsk
Krasnoyarsk
Khabarovsk
Vladivostok
Shenyang
Harbin
Shanghai
Hong Kong
Guangzhou
Chengdu
Xi'an
Wuhan
Nanjing
Kyushu
Okinawa
Osaka
Nagoya
Yokohama
Hiroshima
Fukuoka
Shikoku
Ryukyu Is.
Bonin Is. (Japan)
Volcan Is. (Japan)
Marcus I. (Japan)
Northern Mariana Islands (U.S.A.)
Guam (U.S.A.)
Saipan
Wake I. (U.S.A.)
Yap Is.
Palau
Koror
Caroline Islands
Kapingamarangi
Tarawa
Nauru
Yaren
Tabiteuea
Honiara
Port Moresby
Solomon Islands
Arafura Sea
Timor Sea
East Timor
Banda Sea
Celebes Sea
Sulu Sea
Philippine Sea
Andaman Sea
Bay of Bengal
Arabian Sea
Indian Ocean
Equator
Tropic of Cancer
International Date Line
Aleutian Islands
Commander Is.
Iles Near
Rat Islands
Andreanof Islands
Kiribati
Melanesia
Micronesia
Polynesia
Ralik Chain
Ratak Chain
Majuro
Pohnpei
Kosrae
Chuuk
Palikir
Tokyo
Beijing (Peking)
Ulan Bator
Pyongyang
Seoul
Taipei
Hanoi
Bangkok
Manila
Kuala Lumpur
Jakarta
Moscow
Tehran
Baghdad
Kabul
Delhi
Dhaka
Yangon (Rangoon)
Vientiane
Phnom Penh
Hanoi
Ho Chi Minh (Saigon)
Mumbai
Karachi
Kolkata
Chennai
Colombo
Male
Nairobi
Addis Ababa
Cairo
Khartoum
Lagos
Kinshasa
Luanda
Pretoria
Cape Town
Dar Es Salaam
Antananarivo
Port Louis
Mogadishu
Tripoli
Algiers
Rabat
Dakar
Bamako
Abidjan
Accra
Lome
Cotonou
Abuja
Yaoundé
Libreville
Brazzaville
Windhoek
Gaborone
Maputo
Lusaka
Harare
Kampala
Kigali
Bujumbura
Asmara
Djibouti
Sana'a
Muscat
Abu Dhabi
Doha
Manama
Kuwait City
Riyadh
Amman
Beirut
Damascus
Jerusalem
Ankara
Nicosia
Athens
Sofia
Bucharest
Budapest
Vienna
Prague
Warsaw
Berlin
Paris
London
Madrid
Lisbon
Rome
Athens
Reykjavik
Oslo
Stockholm
Helsinki
Copenhagen
Dublin
Brussels
Amsterdam
Bern
Zagreb
Belgrade
Sarajevo
Skopje
Tirana
Podgorica
Pristina
Kiev
Minsk
Riga
Vilnius
Tallinn
Chisinau
Tbilisi
Yerevan
Baku
Astana
Tashkent
Bishkek
Dushanbe
Ashgabat
Kabul
Islamabad
New Delhi
Thimphu
Kathmandu
Dhaka
Colombo
Male
Hanoi
Vientiane
Phnom Penh
Bangkok
Yangon
Kuala Lumpur
Singapore
Jakarta
Dili
Manila
Ulan Bator
Beijing
Pyongyang
Seoul
Tokyo
Taipei
Hong Kong
Macao
Shenzhen
Guangzhou
Nanjing
Shanghai
Wuhan
Chengdu
Xi'an
Shenyang
Harbin
Changchun
Dalian
Tianjin
Qingdao
Jinan
Zhengzhou
Taiyuan
Hohhot
Urumqi
Lanzhou
Xining
Yinchuan
Lhasa
Kunming
Nanning
Fuzhou
Hangzhou
Ningbo
Suzhou
Changsha
Nanchang
Guiyang
Chongqing
Wuhan
Hefei
Nanjing
Shanghai
Hangzhou
Ningbo
Suzhou
Wuxi
Nantong
Yangzhou
Zhenjiang
Changzhou
Jiangyin
Kunming
Nanning
Guangzhou
Shenzhen
Hong Kong
Macao
Haikou
Sanya
Hainan
Taipei
Kaohsiung
Taichung
Tainan
Hsinchu
Keelung
Taoyuan
Chiayi
Pingtung
Hualien
Taitung
Nantou
Yunlin
Miaoli
Changhua
Penghu
Kinmen
Matsu
Pyongyang
Nampo
Kaesong
Sinuiju
Hamhung
Chongjin
Wonsan
Hyesan
Kanggye
Sariwon
Haeju
Pyongsong
Anju
Kaechon
Tokchon
Hwangju
Yongbyon
Kangdong
Ryongchon
Kwaksan
Sinchon
Kangseo
Ryongyon
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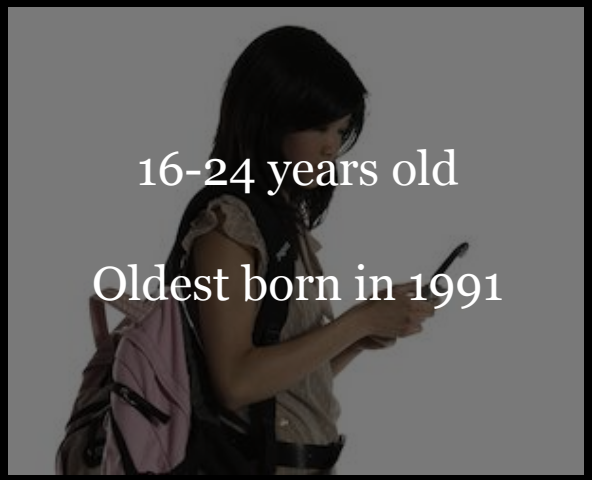
FLUID LIFESTYLE OPTIONS EXPLODE

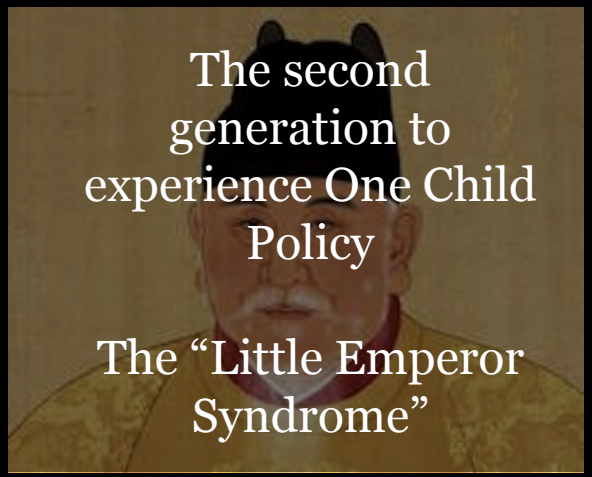
EMBEDDED IN VITAL, RELEVANT INSTITUTIONS/TRADITIONS

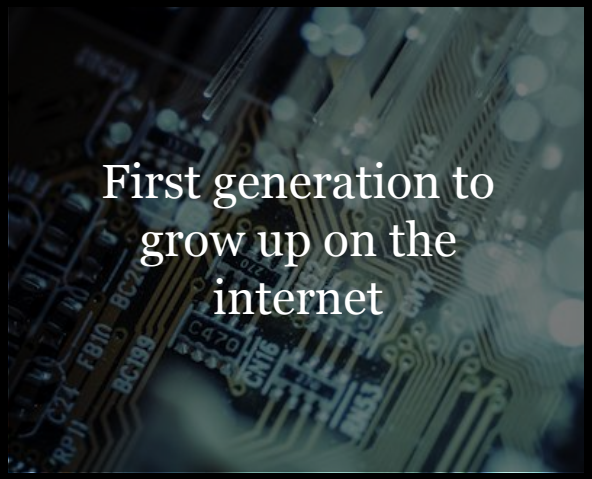
Agents of Culture

Zooming into China

Meeting the Post-90s Generation
The context

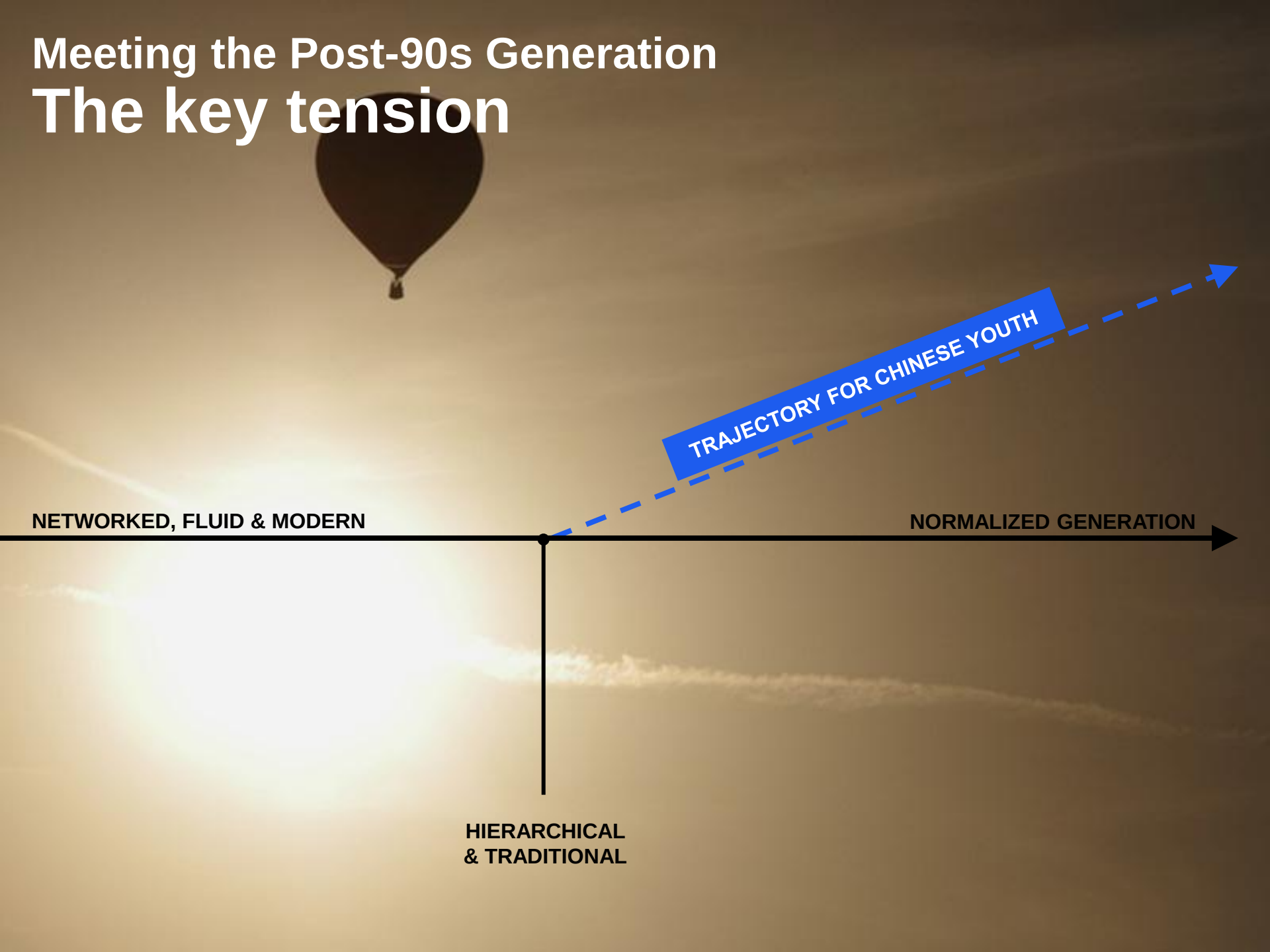






Meeting the Post-90s Generation

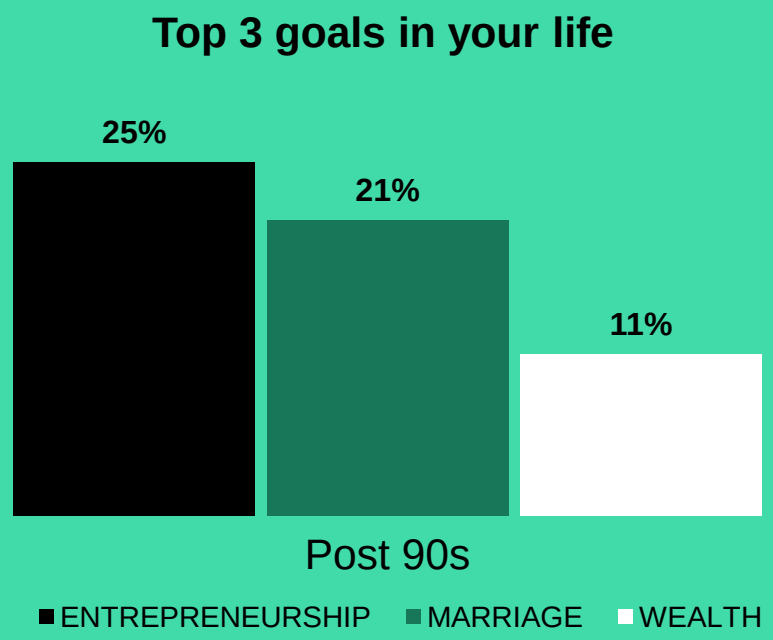
The key tension



Manifesting the Trajectory

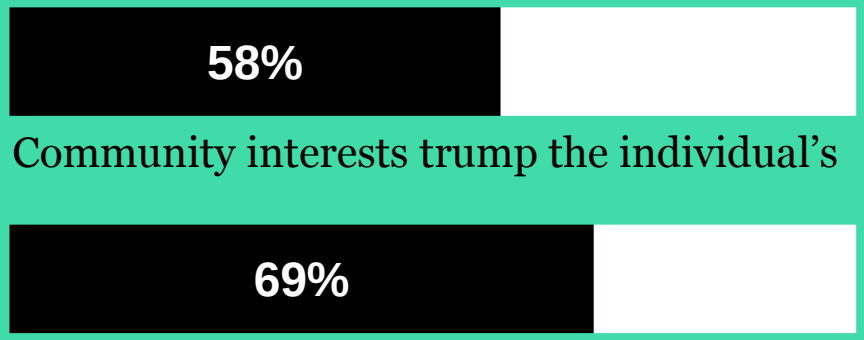
INDIVIDUAL DREAMS, COMMUNAL RESPONSIBILITY

COSMOPOLITAN LIFESTYLES MADE UNIQUELY CHINESE



Unlike previous generations, entrepreneurship trumps other goals

Country & community first



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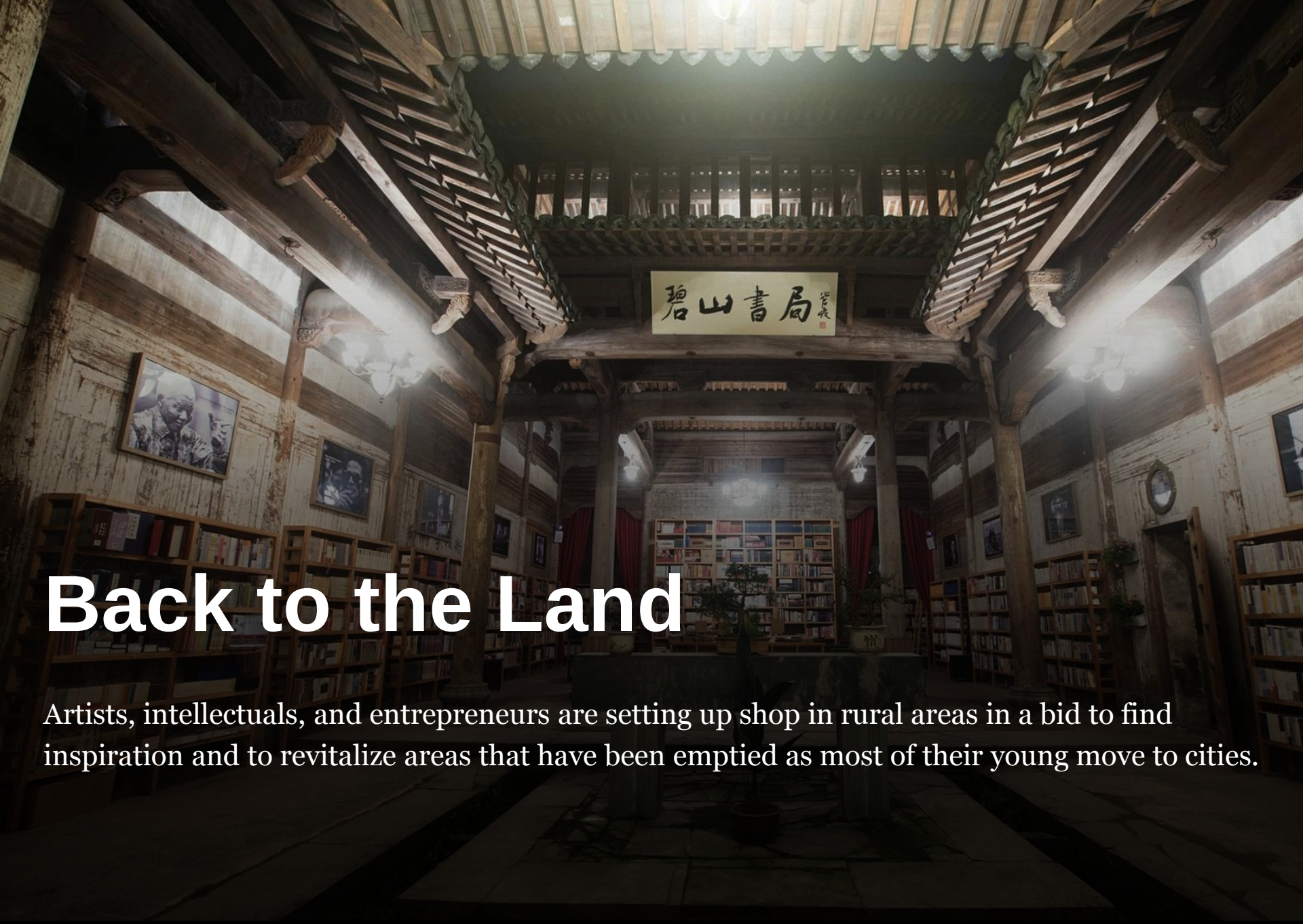
Many Chinese youngsters even start their own Internet startups while in university. **They don't fight for money or status but for their own ambitions- to make a positive change in the society**.

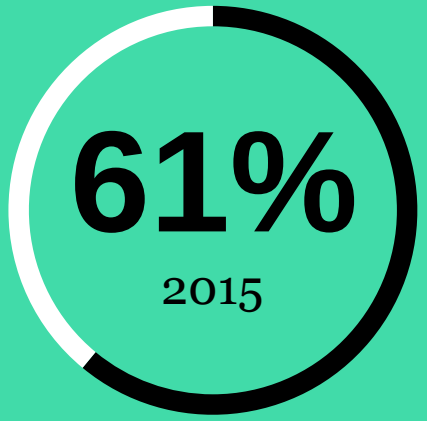
STREETSCAPER, 20, NANJING



Back to the Land

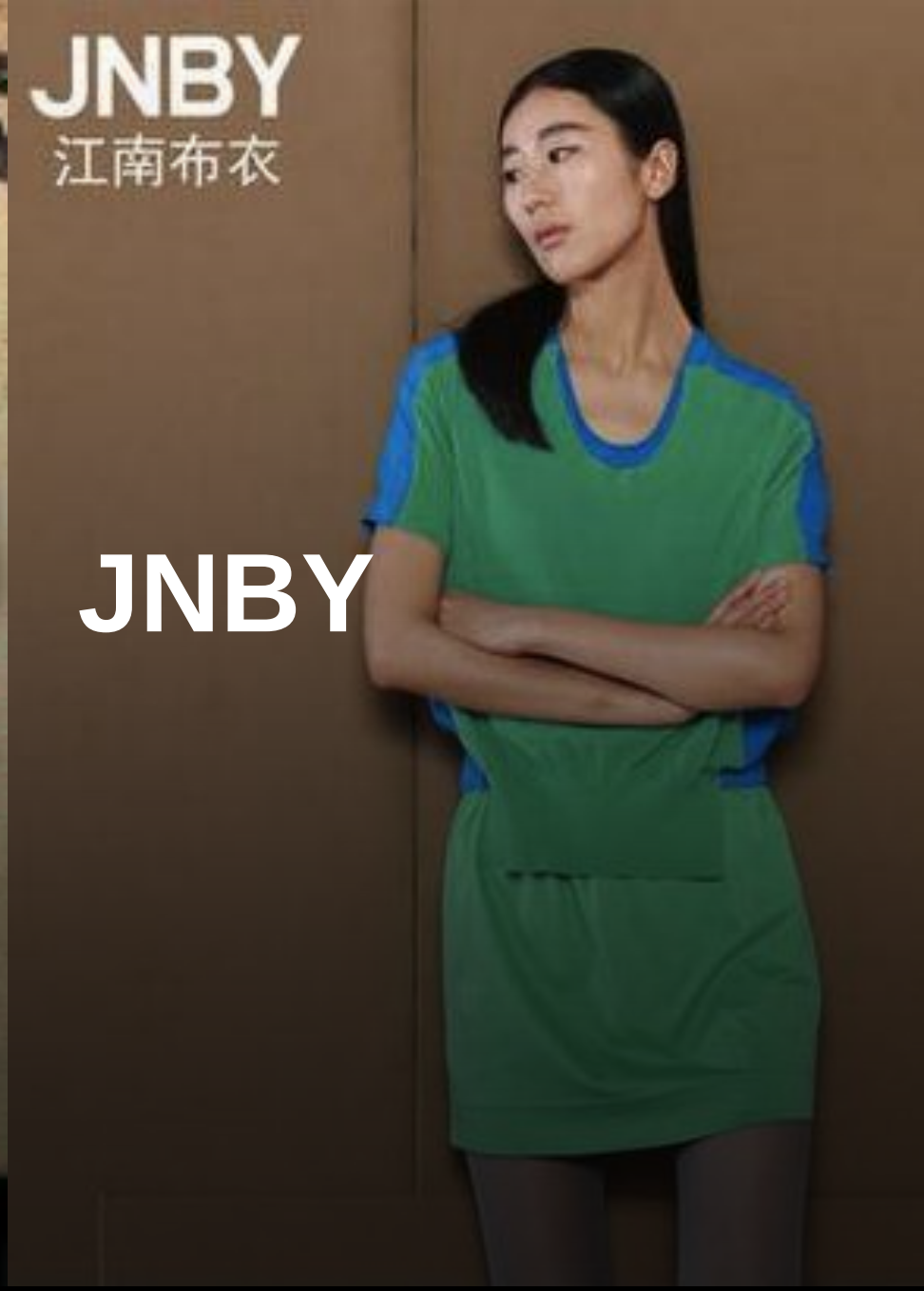
Artists, intellectuals, and entrepreneurs are setting up shop in rural areas in a bid to find inspiration and to revitalize areas that have been emptied as most of their young move to cities.

Incremental Exploration



Stable society over change and new ideas

Win in China



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THE OPPORTUNITY FOR BRANDS

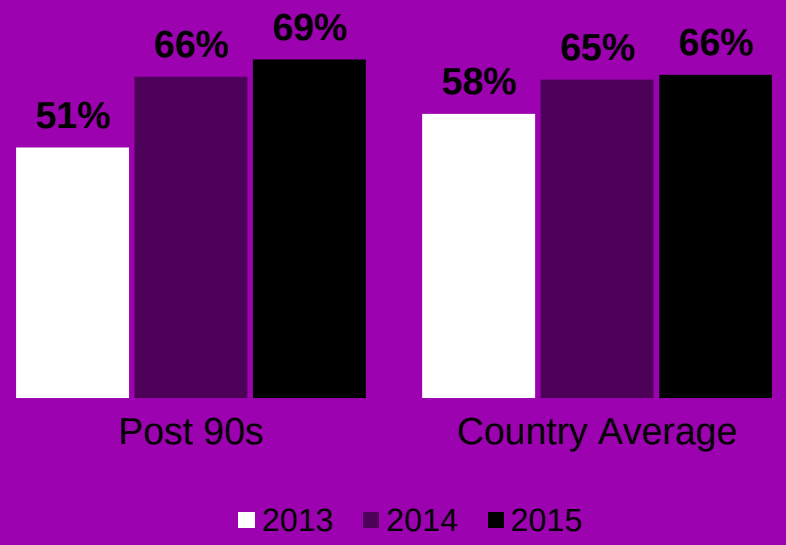
Rooted and Free

Opportunity lies in acknowledging their freedom from traditional roles, while validating their dreams by enabling the link back to the larger group.

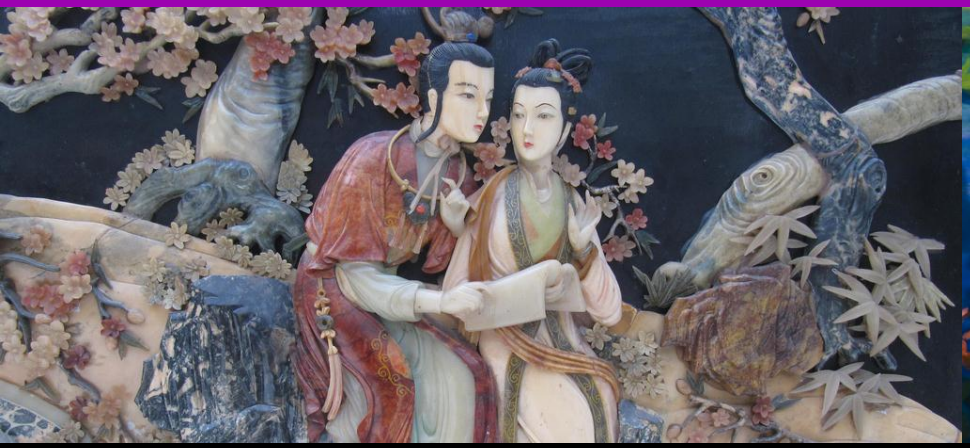
INDIVIDUAL DREAMS, COMMUNAL RESPONSIBILITY

COSMOPOLITAN LIFESTYLES MADE UNIQUELY CHINESE

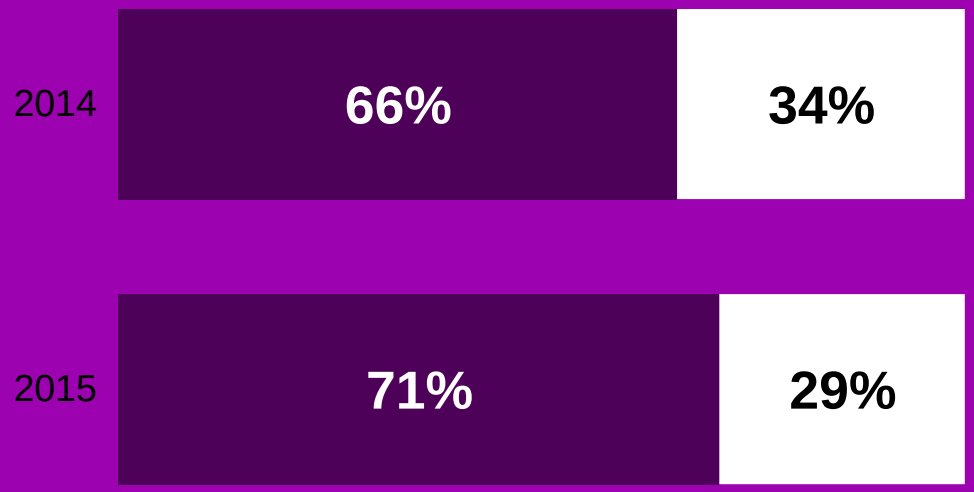
It is important to respect and preserve our cultural customs and traditions even if this slows our pace of progress



Growing up with affluence and modernity, Chinese youth are increasingly eager to revive what is at risk of being lost



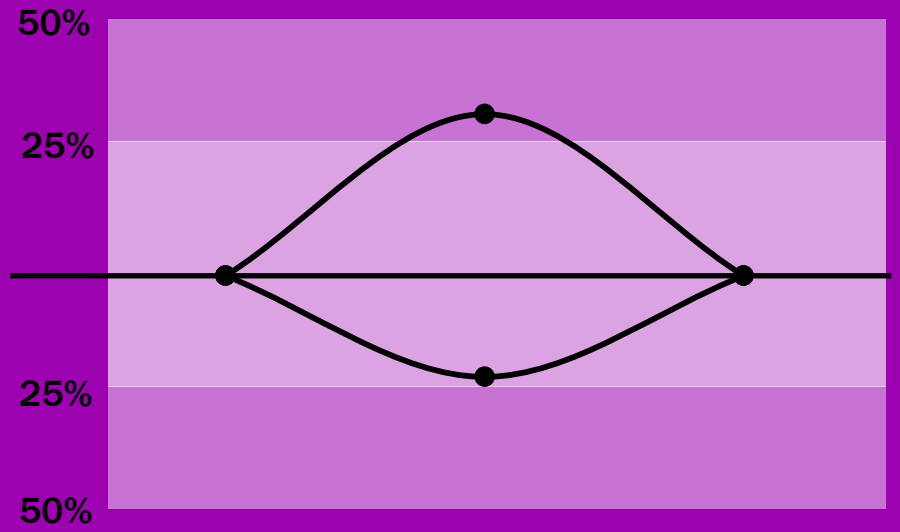
Drawing on traditions for permission to self-express



- I would prefer to live in a society where people are bound by strict laws and social codes
- I would prefer to live in a society where people have the freedom to regulate their own behaviors

Seeking a new balance of self-expression and social acceptance

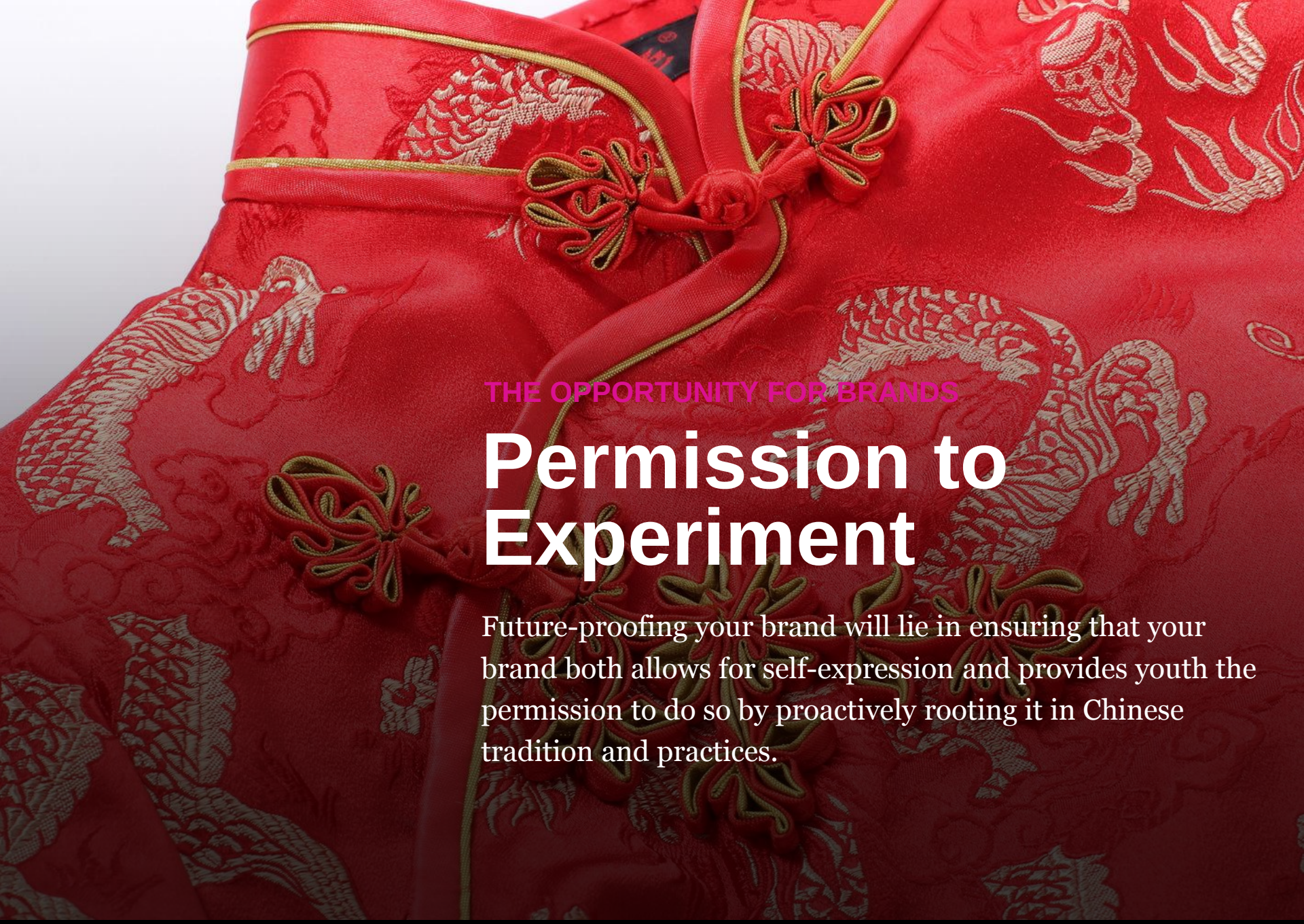
It is important to always be honest about your beliefs and opinions regardless what others think



It is important to fit in with those around you, even if it means hiding your true beliefs and opinions

Li Yugang

Semir



THE OPPORTUNITY FOR BRANDS

Permission to Experiment

Future-proofing your brand will lie in ensuring that your brand both allows for self-expression and provides youth the permission to do so by proactively rooting it in Chinese tradition and practices.

Is your brand ready?

Thought starters

- As this generation grows into positions of power and responsibility, how are they going to take on the concerns facing China?

- What factors will they look at, as they decide what they are willing to pay a premium for?

- Even as we talk about this, the next generation is maturing. What will their dreams and frustrations look like?

KANTAR

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Thank you

Understanding the Changing Youth Identity in China

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