

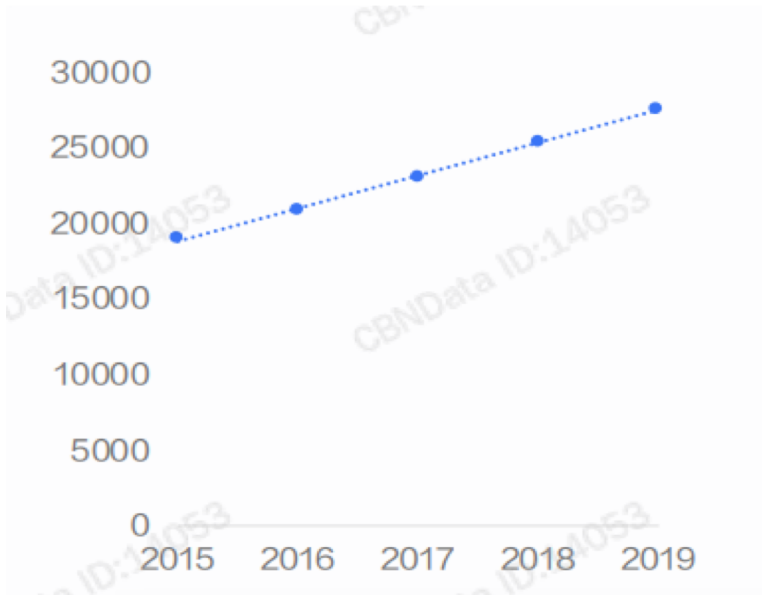
Consumer
Behaviour

Alcohol

By Doris Guan

Market Outlook

Chinese households yearly spent on alcohol beverages



Transitioning from **price-sensitive** to **value-sensitive**



Consumers focus on **social value**, **brand value** and **value in collection** of alcohol.



Retail stores are still taking domain position on the off-trade market



High-end market showing **premiumisation** trend



Category & Consumer Insights

China's alcoholic drinks market is booming



Top 3 categories

Baijiu

492.74 billion yuan

YoY growth rates: 19.9%

Beer

146.62 billion yuan

YoY growth rates: 18.3%

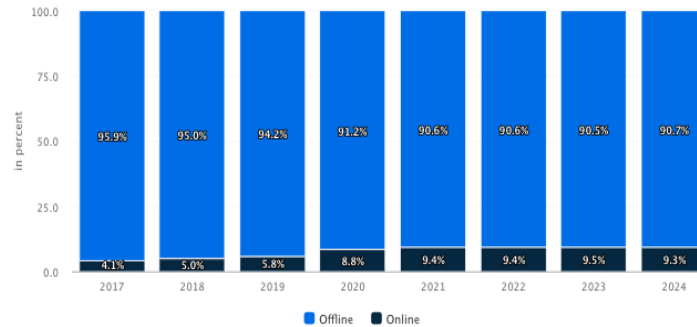
Wine

12.53 billion yuan

YoY growth rates: -49.0%.



Online purchase power is increasing



The post-80s and post-90s are becoming major buyers

91% of consumers are between the age of **25-39**



01

02

Market Opportunity

Friendly environment for

1

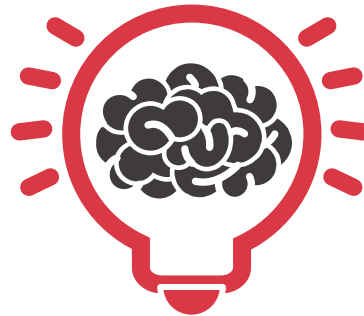
Premium brands

- Value-driven
- One of the fast growing wine market
- Lack of knowledge for international brands - Country of Origin

2

International Brands

- Seek unique Experience
- Mature social media advertising environments
- Strong online purchase power



IDEASSTORM

Recommendation & Action



Put products into certain contexts
-Picnic Wine for BB wine range



Target younger consumers
- Influencer Marketing



Online sales touch point
-Cooperate with Tmall /JD /WeChat Mini Store

Contextualization: The New Rules of Customer Engagement



AB In Bev: *Where is MR X*



Jiangxiaobai: Express Bottle

Cosmetic
Brands
Social Media
Marketing

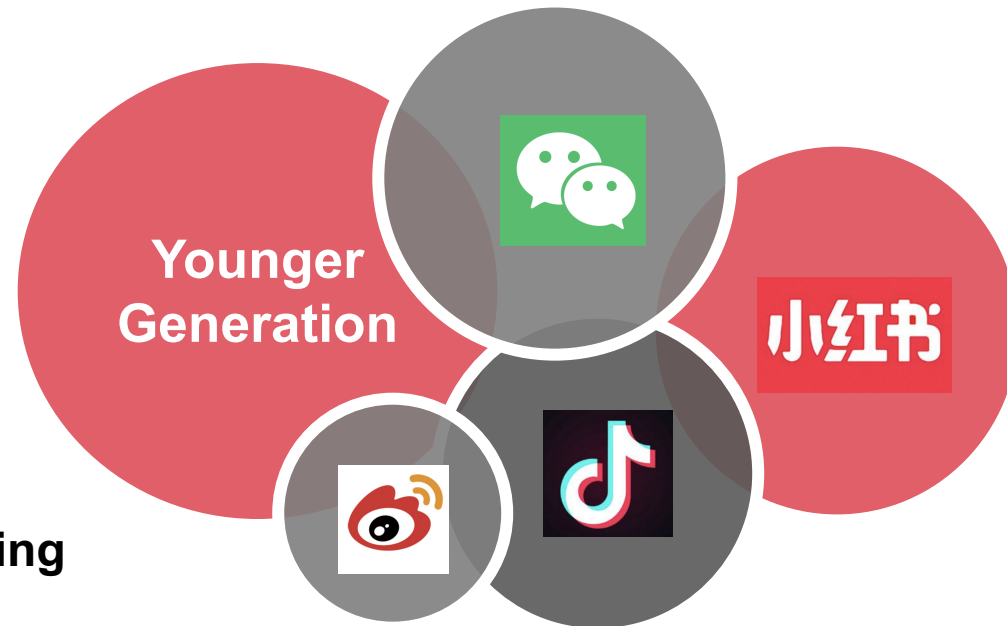
Case Study on Perfect Diary

Perfect Diary

Why Social Media Marketing?

The younger generation:

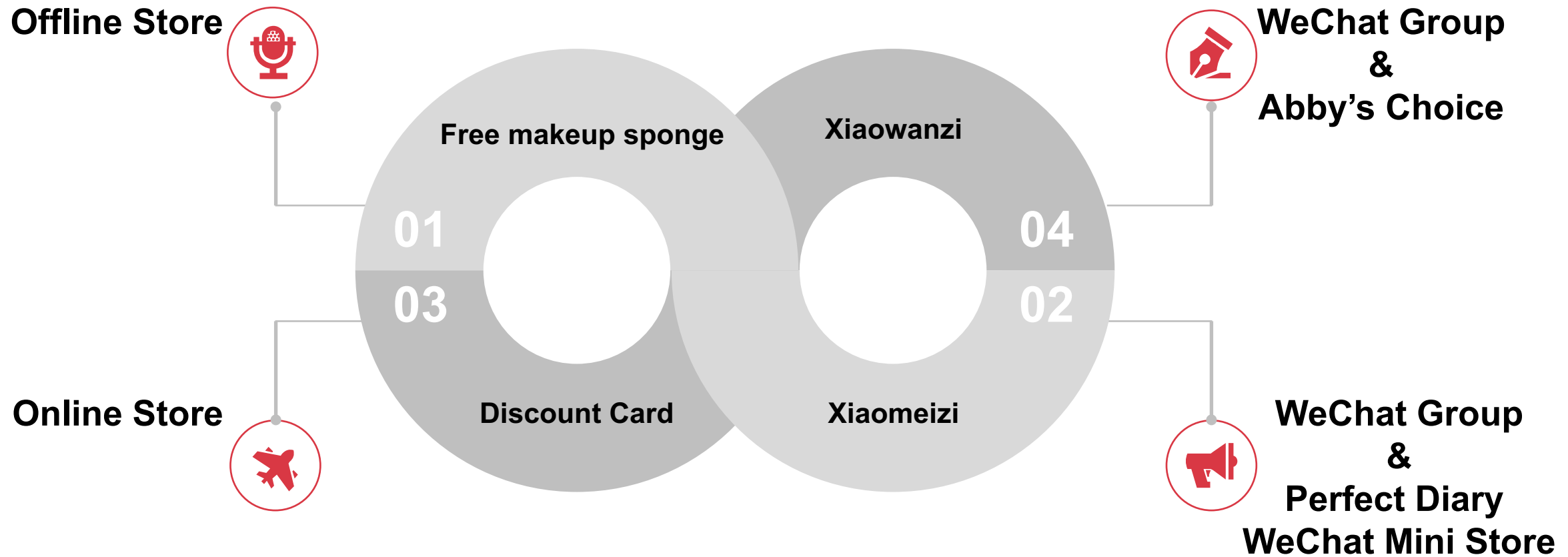
- Growing up in the digital age
- Heavy social media user
- Easily influenced by KOCs/KOLs marketing
- Love to try new products



PERFECT DIARY
完美日记



Perfect Diary : WeChat Private Traffic



Perfect Diary : KOCs & Customer Services



2. ✨想变美的仙女: 可以回复【进群】, 加入小完子的社群
小完子审核之后拉你进群哦

3. 🐷遇到任何售前售后问题, 可以回复【咨询】召唤小完子, 我会帮你解答滴

小可爱, 你好呀! 我是完美日记的小完子❤️~
以后我就是你的私人美妆管家啦! 监督你每天做个精致的猪猪哟! 🐷
包裹里塞了刮码卡片的幸运宝宝, 回复“卡片”, 解锁小完子送的小惊喜哟 🥰



Recommendation & Action

Freebies to direct traffic

- Freebies are the best way to catch the target audiences' attention and drive their actions

Group Management

- Discounts are the key motivations to retain the group members



Personal Assistant

- Build up relationship between brand and customers

WeChat Moment- KOC

- Do not post hard-sell ads on WeChat Moment

Virtual assistants are: Friends in your WeChat Moment, sales in the group chats, customer service in private chats.