



宝宝树  
babytree



# Chinese Family Parenting Report 2016

Sponsor: **Babytree**

Strategic Research Partner: **Ipsos**

Special Support: **BIG**

# Background and Objectives



- Babytree, China's largest and most popular maternal-child service platform, has released "Chinese Family Parenting Report" on a continuous basis since 2009, and become an annual event of the industry. In 2016, Babytree worked with Ipsos, one of China's largest market research companies and released the latest "Chinese Family Parenting Report."
- The purpose of the report is to collect points of view on hot conception and parenting topics from the most representative mothers in China, so as to provide valuable and scientific reference for the community, guidance to parenting, and research data for relevant agencies.
- We will keep on tracking and analysing the lifestyle, parenting behaviour, and parenting ideas of Chinese parents in the report. Given the universal two-child policy, and the consumption popularity of maternal-child products online and offline, we'll also conduct thematic discussion on scientific parenting and webcasts, a hot topic today.
- Main audience of the report:
  - All parents of 0 to 6-year-old children, and people planning for conception
  - Experts in children's education and family issue studies, and policy-makers
  - Educators
  - Traditional media, online media, maternal-child community
  - Brand enterprises, educational and medical institutions in the maternal industry

# Methodology



		Ratio
Age	Post-70s ( born in the 1970s )	3%
	Post-80s ( born in 1980-1984 )	11%
	Post-85 ( born in 1985-1989 )	41%
	Post-90 ( born in the 1990s )	46%
Gender	Male	4%
	Female	96%
Maternal status	Preparing for pregnancy	2%
	Pregnant	44%
	Aged 0-1	43%
	Aged 1-3	9%
	Aged 3-6	1%
	Older than 6	1%
Residence	1 <sup>st</sup> -tier cities, such as Beijing, Shanghai, Guangzhou, Shenzhen	11%
	Other provincial capitals	20%
	Prefecture-level cities	21%
	County towns	20%
	Villages	27%

- Method: Online questionnaire survey
- Sources: Babytree Community + Babytree Conception APP
- Date: July 2016
- Subjects: Couples preparing for pregnancy or already pregnant, and mothers having given birth to child
- Location: 1<sup>st</sup> to 5<sup>th</sup>-tier cities in China
- Success sample size: 41,313

# Content



1

**Introduction to Chinese Consumer of Maternal-Child Products**

2

**Information Sources of Chinese Maternal-Child Product Consumers**

3

**Online/Offline Purchase Behavior of Chinese Maternal-Child Product Consumers**

4

**Conducive Policy– Universal Two-Child Policy**

5

**General Concern – Scientific Parenting**

6

**Network Hotspot – Webcast, Draw Closer to Mothers**

1

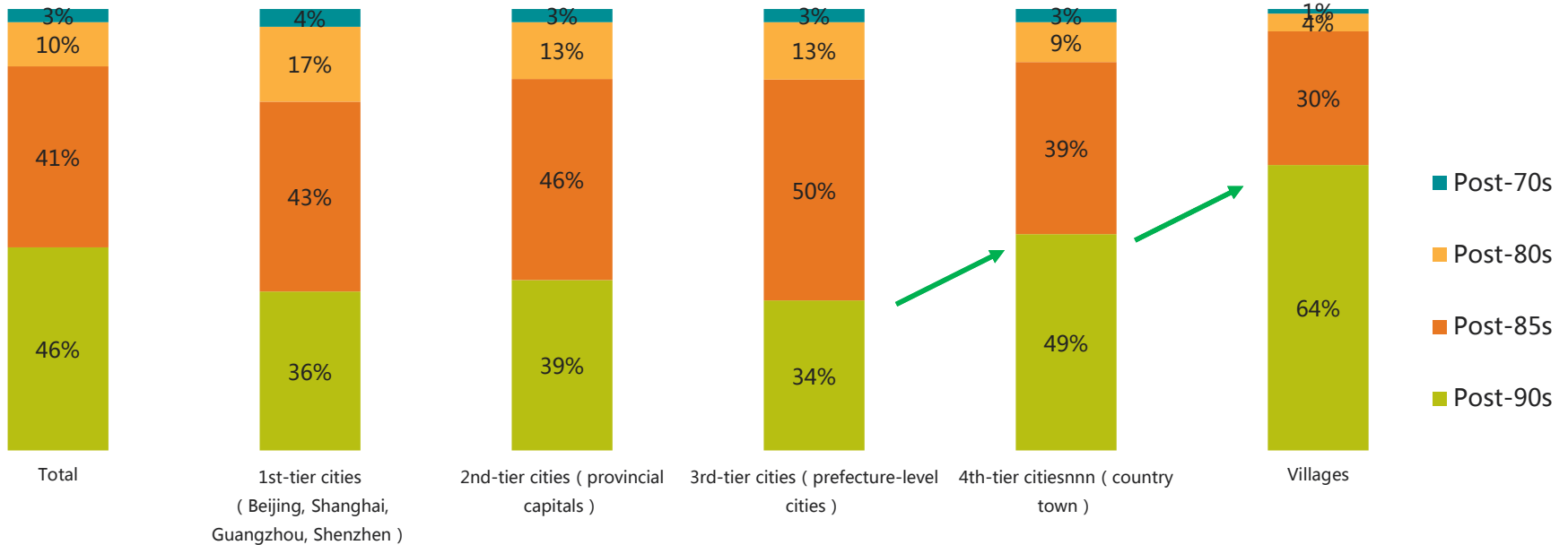
# Introduction to Chinese Consumers of Maternal- Child Products



# Post-85s and post-90s constitute the majority of new mothers in China, and it's especially true with the latter in low-tier cities

- Post-90s (born in 1990s) make up the largest part in China's new mothers, up to 46%, followed by post-85s (born in 1985-1989), 41%, and except for 1st – tier cities, the proportion of post-80s and post-70s new mothers is low.
- Post-90s new mothers occupy a significantly high proportion in 4th –tier cities and rural areas.

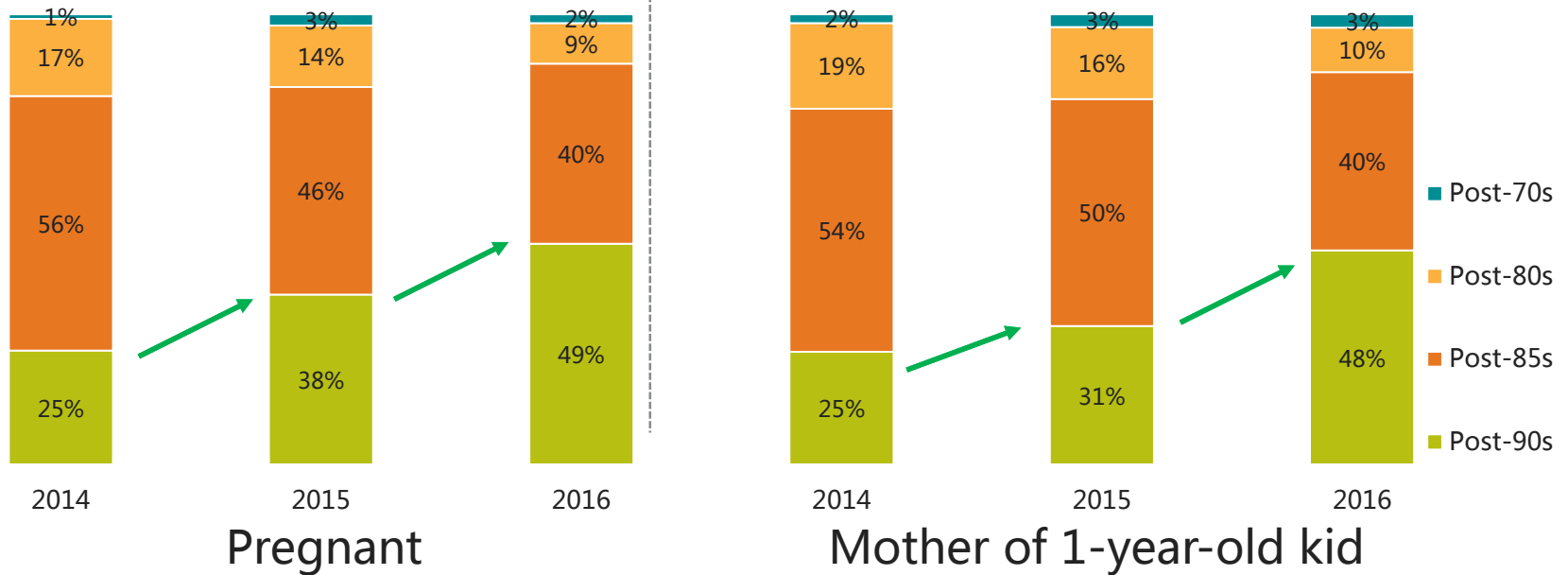
Age Distribution of New Mothers



Q. How old are you?

# The number of post-90s new mothers grows rapidly and becomes a mainstream crowd

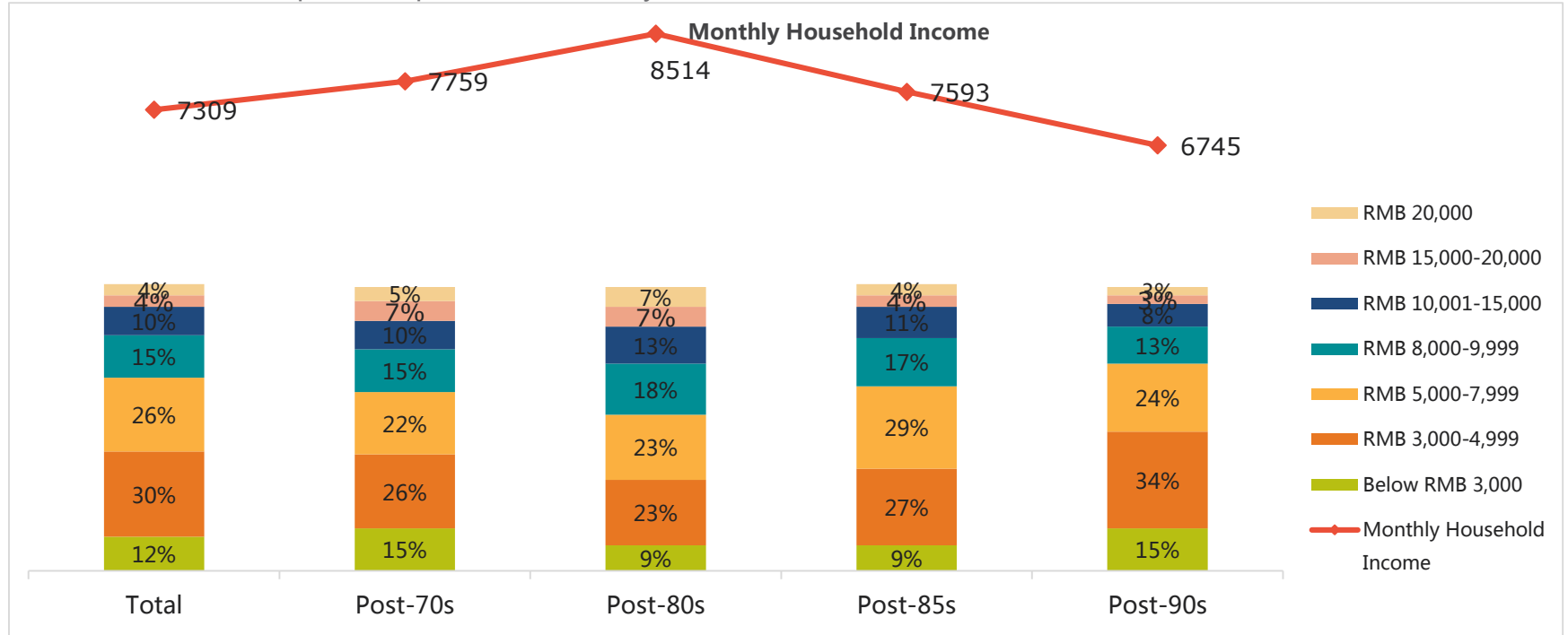
Age Distribution of New Mothers



Q. How old are you?

# The average household income of new parents is RMB 7,309 in China

- It is the highest with post-80s (1980-1984) parents, or RMB 8,514, significantly higher than that of parents from other age groups.
- Household income of post-90s parents is relatively low.



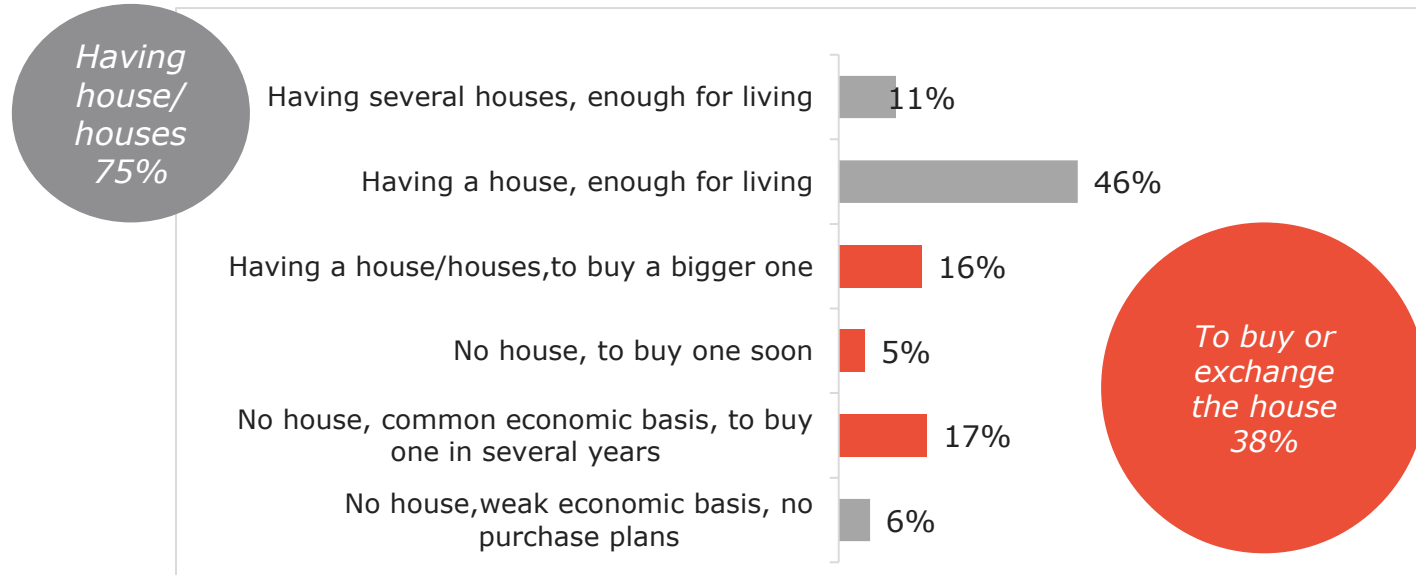
Q. What's your household income in a month? (Salaries, stocks, dividends and other income of the husband and wife) (Optional Choice)



# Over 70% of young parents have their own houses, and about 40% of young parents need to buy or change the house

- About 75% of young parents have their own houses, and it is still a trend of Chinese families to own a house before having babies.

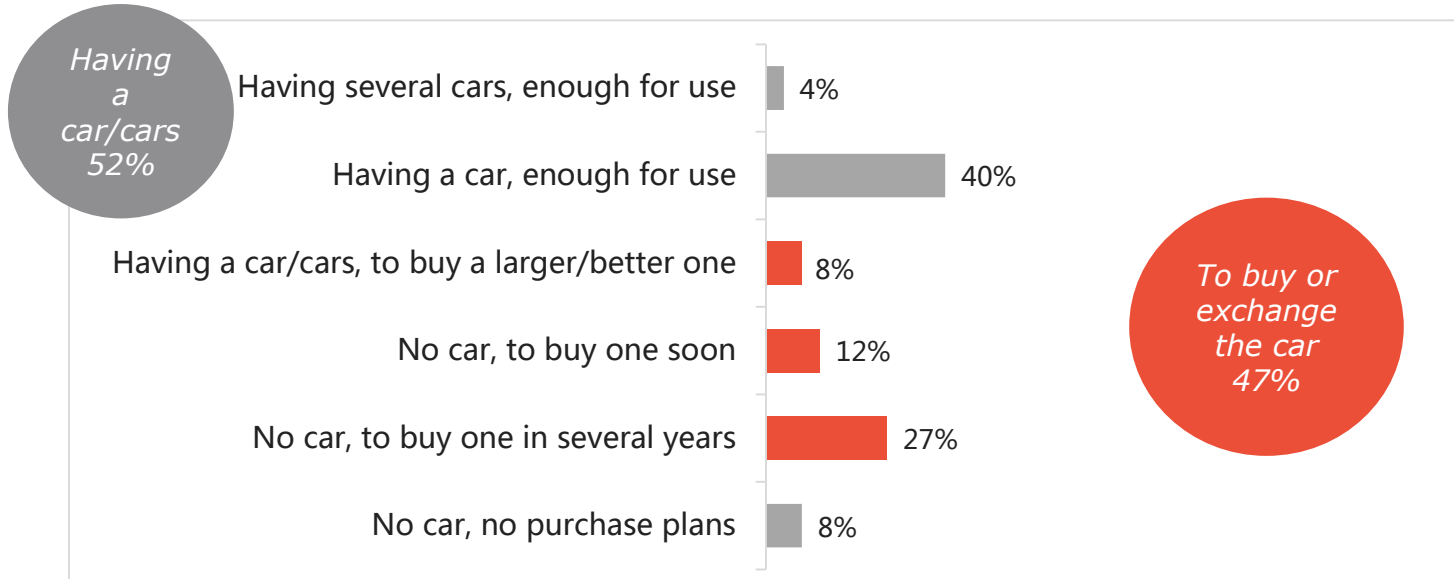
## Whether to buy or change the house after having baby/babies



Q. What's your current housing condition? Will you buy a house or exchange for a larger house after having a baby/babies?

# 52% of young parents own a car, and nearly half need to buy or exchange for a new one

Whether to buy or change the car after having baby/babies



Q. Will you buy a car or exchange for a larger and better one after having a baby/babies?

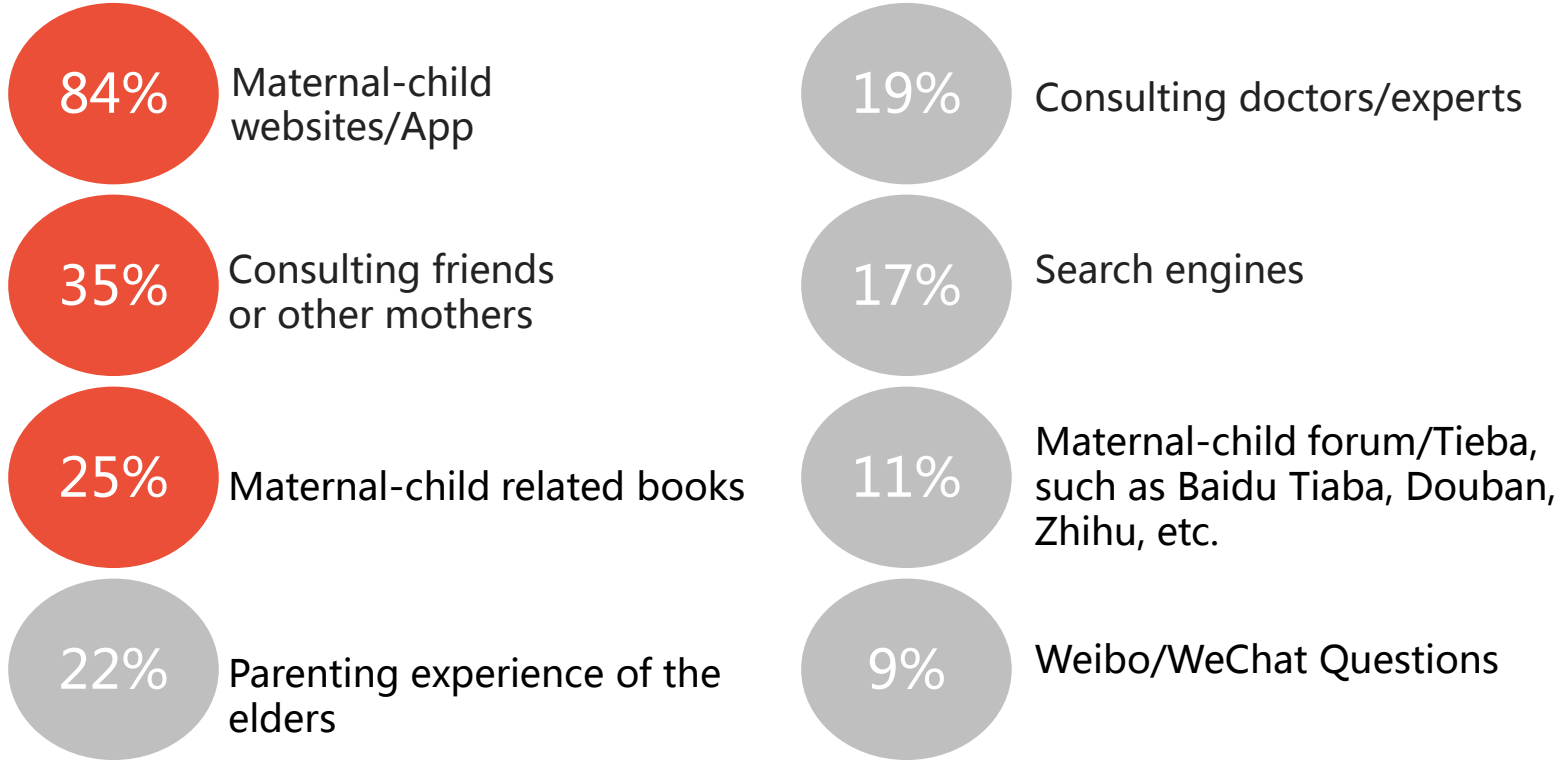


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## Information Sources of Chinese Maternal-Child Product Consumers

# Maternal-child websites/APP are main channels for China's new mothers to obtain parenting knowledge in China

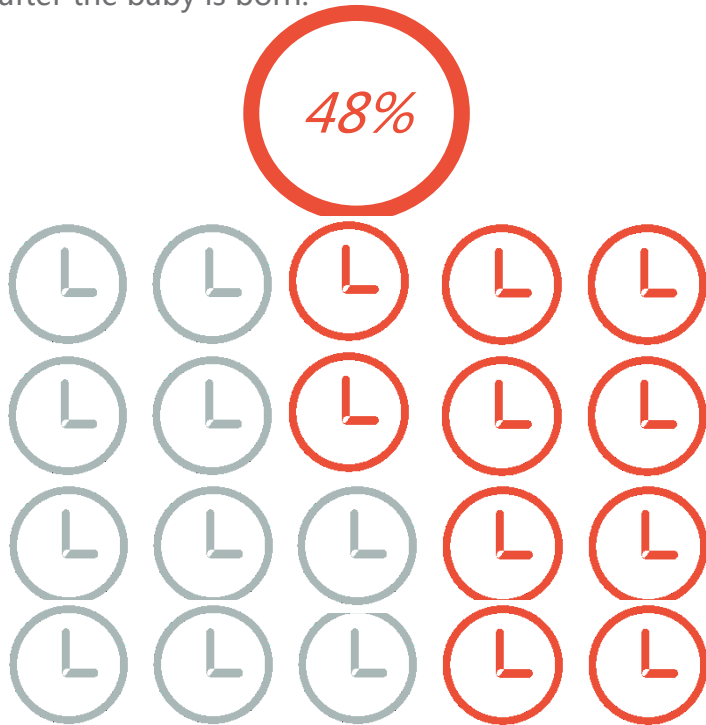
Access to parenting knowledge Top3



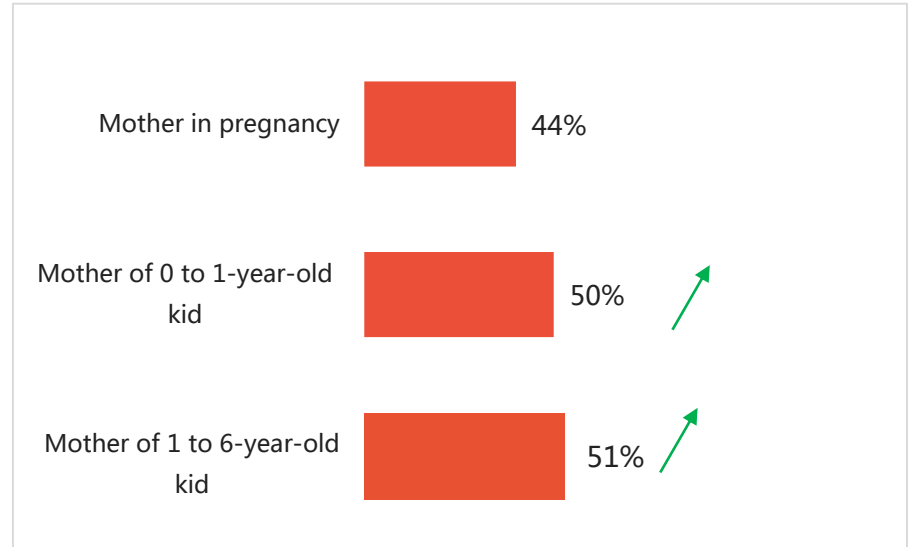
Q. Through which channels do you access to parenting knowledge?

# Maternal-child websites/APP take up 48% of time spent on the internet

- Maternal-child websites/APP make up the major part of the time new mothers spend on the internet, and it is especially true after the baby is born.



Proportion of maternal-child websites and APP in the use of the Internet

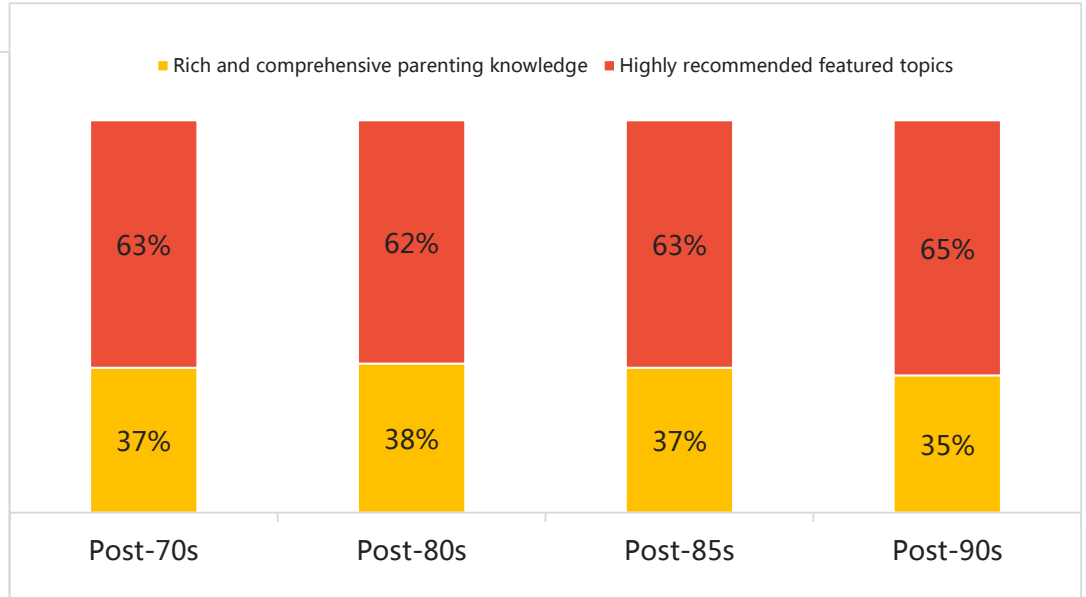
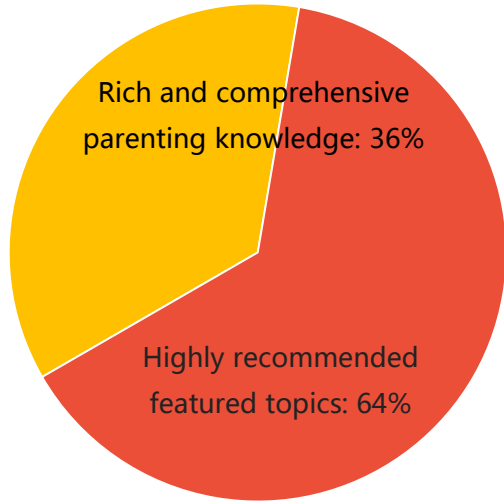


Q. How much time do you spend on the internet every day? How much time do you spend on maternal-child websites/APP every day?

# Over 60% of new mothers prefer highly recommended knowledge, and it is especially the case among post-90s

- 64% of new mothers prefer highly recommended featured topics, and 36% are interested in comprehensive parenting knowledge. It seems both are indispensable.

## Preference of parenting knowledge

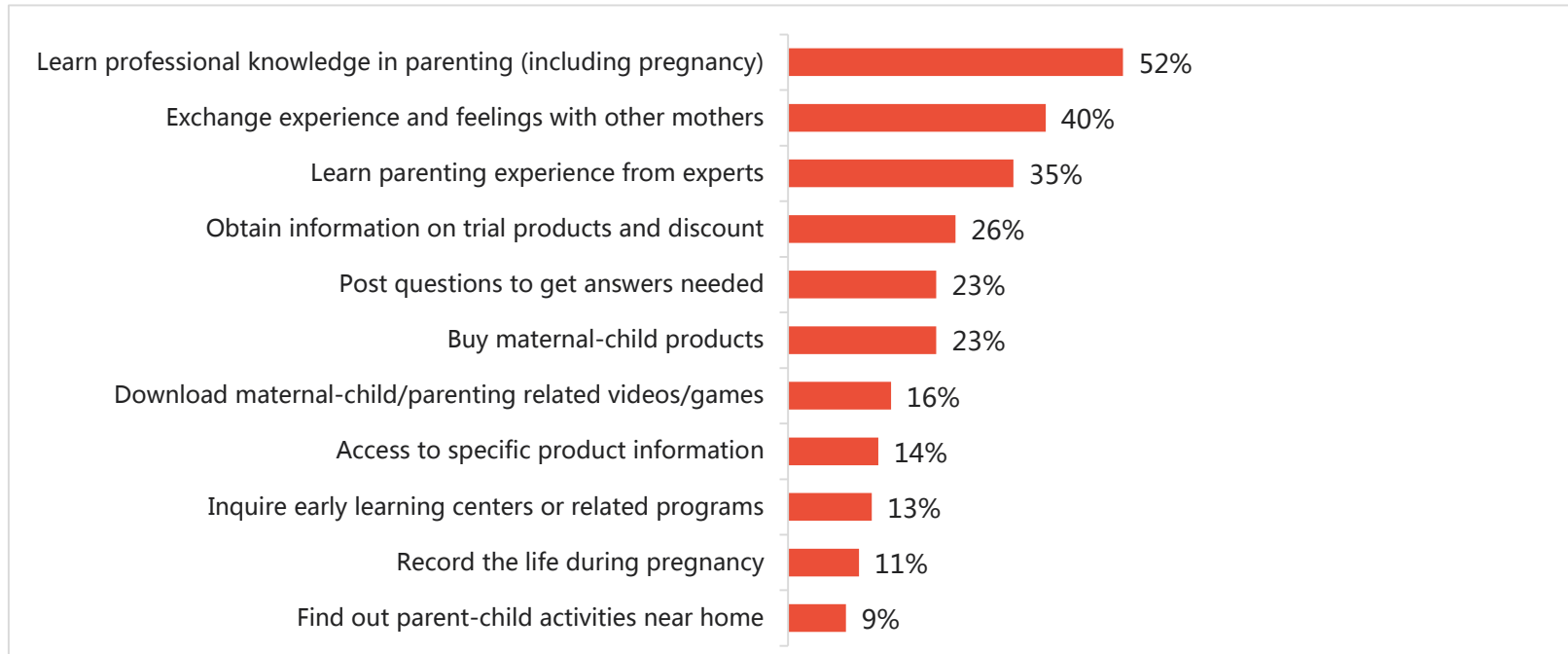


Q. Which types of parenting (including pregnancy) knowledge do you prefer?

# Professional knowledge, exchange of feelings and experience, and expert's advice are three sources of parenting knowledge most needed by new mothers

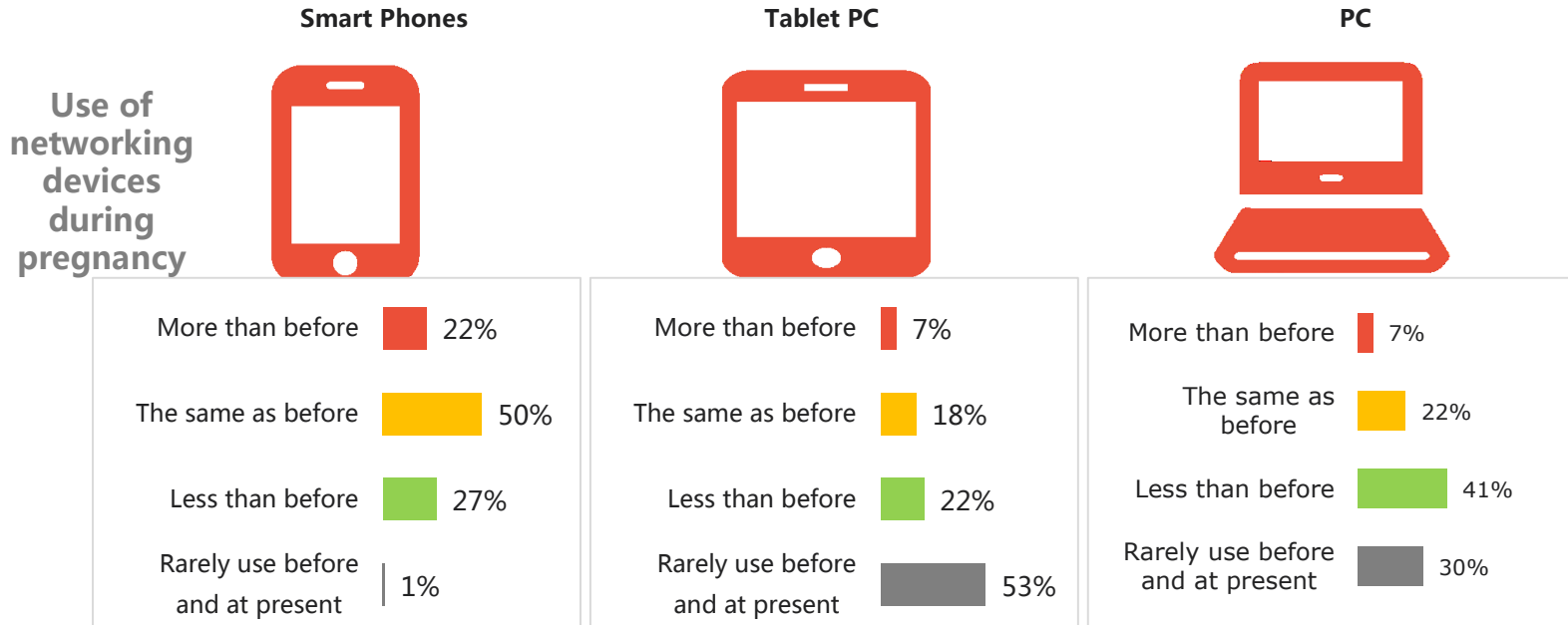
- Professional knowledge is most valued by new mothers, so expertise and expert advice are most popular among them.
- It is a general demand for them to exchange experience and feelings with other internet users also in pregnancy.

Demand of parenting knowledge on the internet



Q. What information do you want to obtain from the internet?

# Most new mothers reduce the use of computers after being pregnant, and the importance of mobile internet is further highlighted



Q. How do you use your networking device after being pregnant?



3

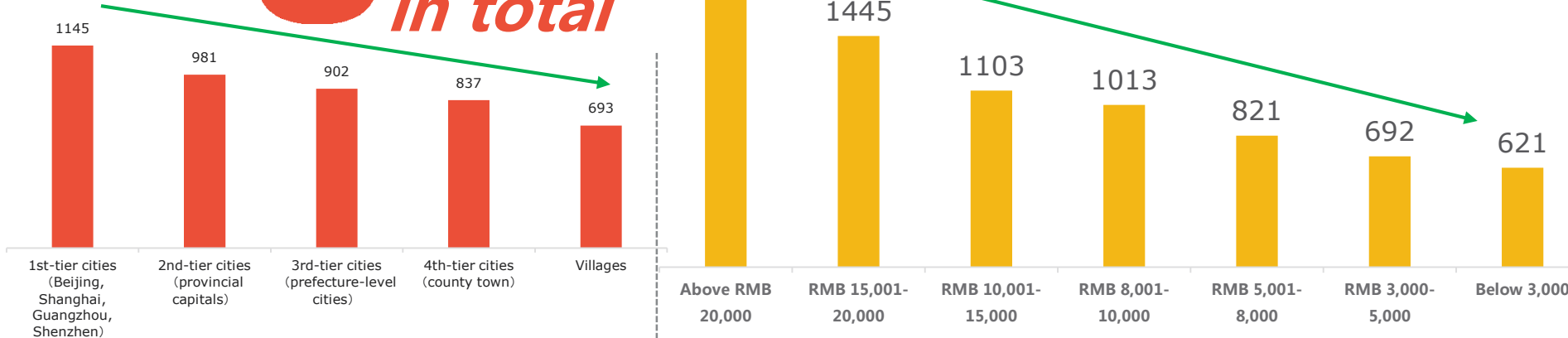
# Online/Offline Purchase Behavior of Chinese Maternal-Child Product Consumers



# The monthly average expenditure on maternal-child products is high among people of high income and from high tier cities

Average monthly expenditure on maternal-child products

**RMB 877**  
*in total*













Q. How much money do you spend on average on the following maternal-child products each month?



# Diapers, baby care products and children' s clothing are the most purchased categories

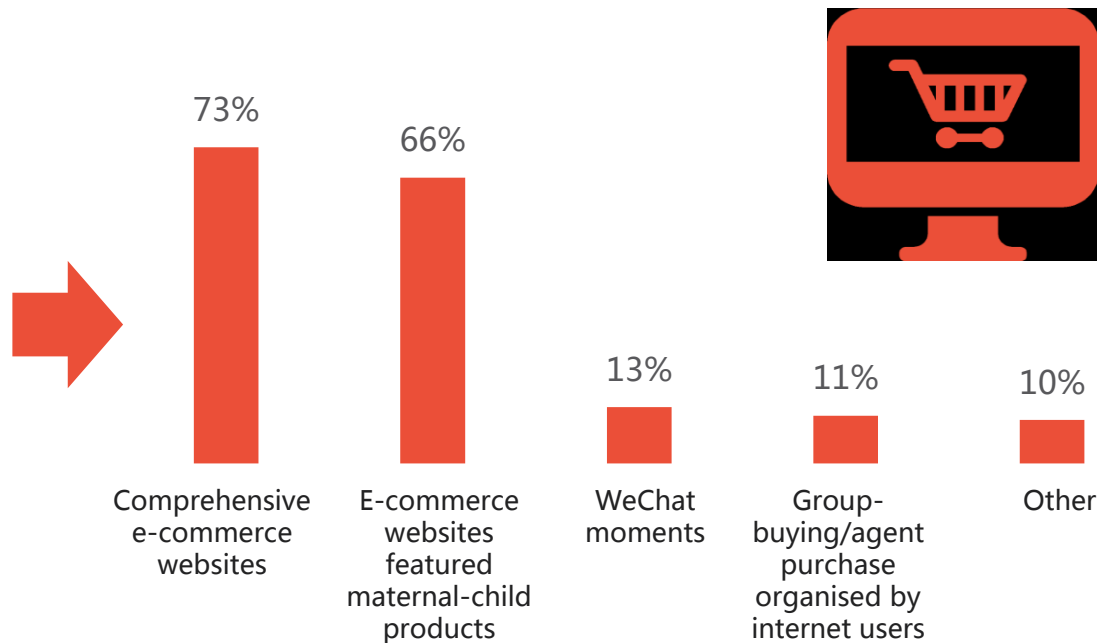
## Top10 maternal-child products purchased

				
Diapers	Baby Care Products	Children' s Clothing	Feeding Utensils	Toys
81%	71%	69%	67%	61%
				
Milk Powder	Baby Carriage	Early Education	Complementary Food	Car Seat
53%	42%	42%	37%	21%

Q. Which categories of maternal-child products would you like to buy?

# 85% of maternal-child crowd have purchased corresponding products online via comprehensive or vertical e-commerce websites

Proportion of online purchase of maternal-child products



Q. Have you purchased maternal-child products online? Which of the following websites do you use most?

# People do not purchase online for fear of buying fakes, but those from 1<sup>st</sup>-tier cities show the highest confidence in online shopping

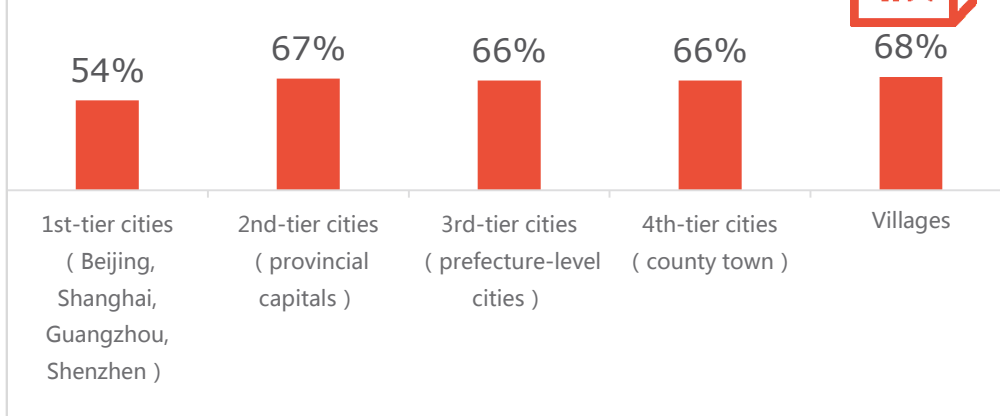
- Improve brand credibility in consumers, especially maternal-child crowd in cities of low tiers through brand communication process.



## Reasons for not buying online



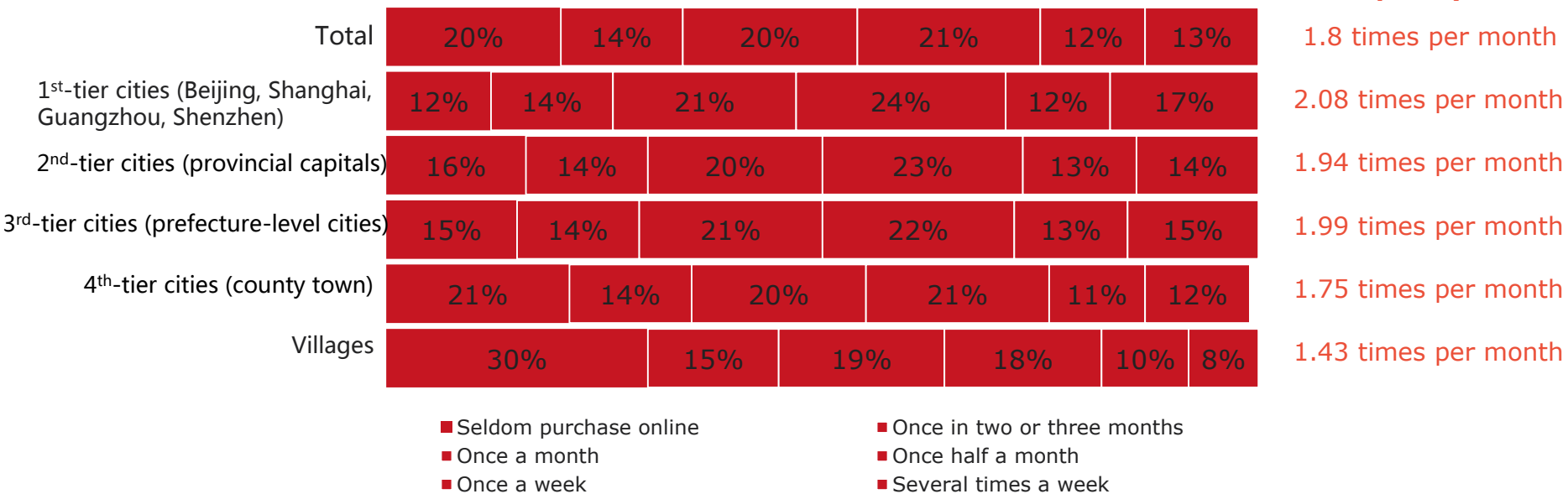
## Too many fakes online to use at ease



Q. What's your reason for not buying maternal-child products online?

# Generally speaking, they buy maternal-child products online about twice a month and those from 1<sup>st</sup>-tier cities enjoy the highest frequency

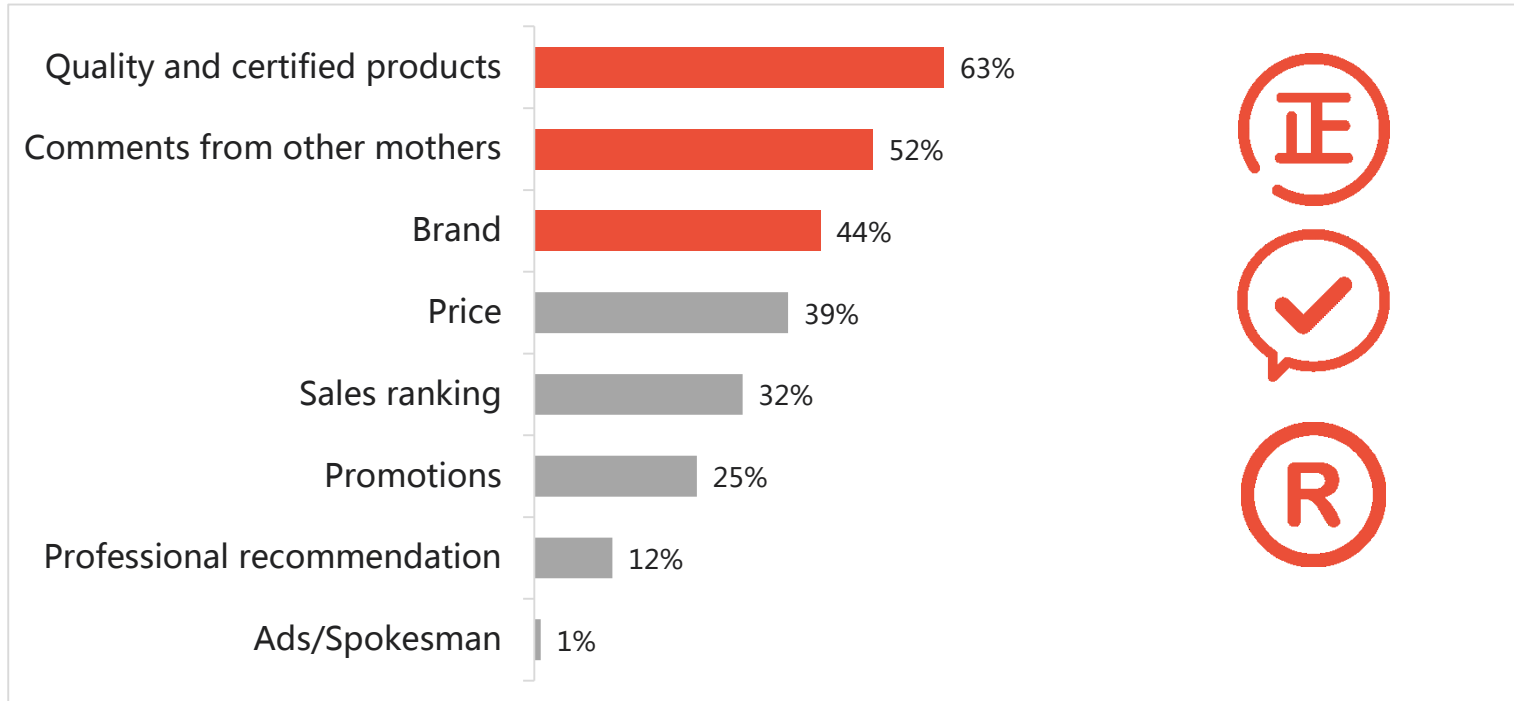
## Monthly online purchase frequency



Q. How often do you buy maternal-child products online?

# Quality and certified products, comments from other mothers and brands are major considerations in making purchase decision

Considerations in online purchase of maternal-child products



Q. What are your major considerations when buying maternal-child products online?

# People usually shop around before making the final purchase decision

Maternal-child products online purchase behaviour and habits

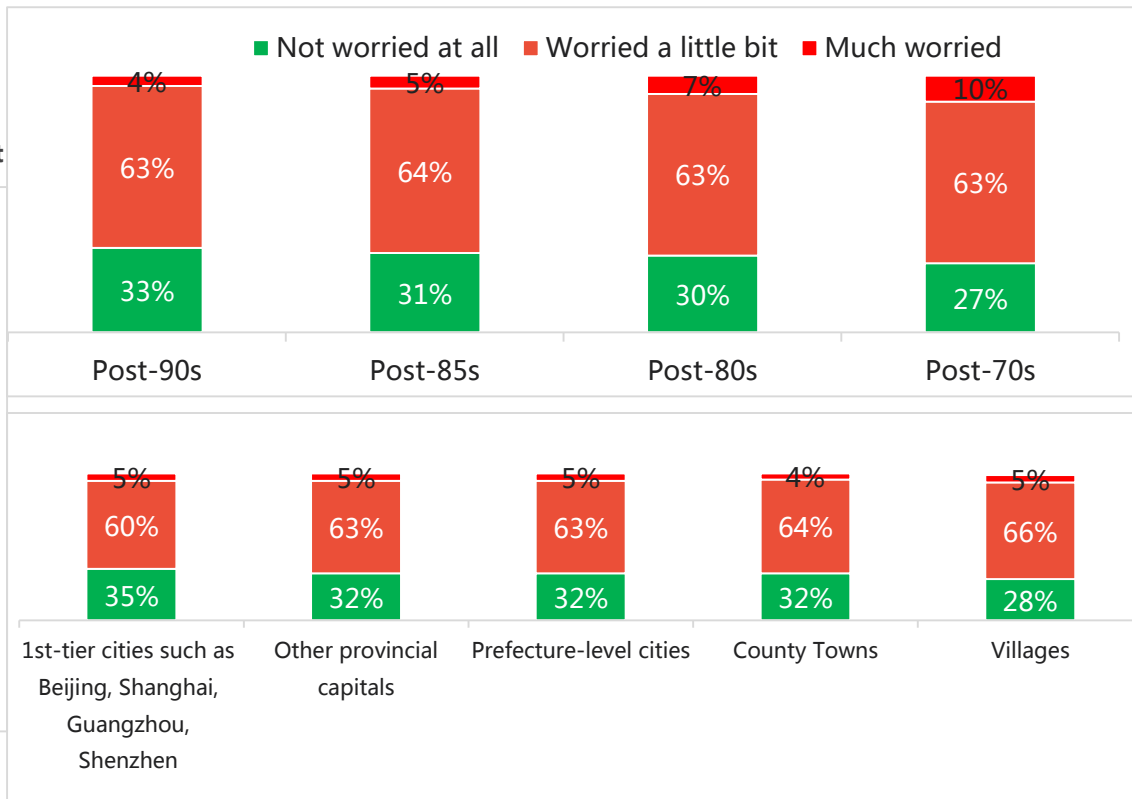
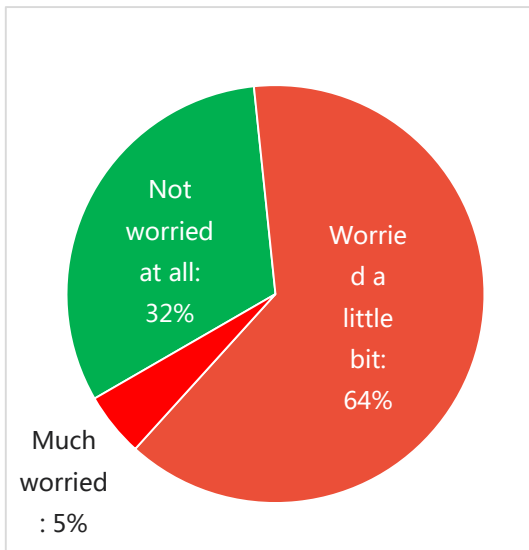


Q. What will you do when you see a favorite product sold online?



# Nearly 70% of mothers are worried about the security of online payment, but post-90s and young mothers from big 1<sup>st</sup>-tier cities show higher confidence in it

Opinions on the security of online payment



Q. Are you worried about the security of online payment?

4

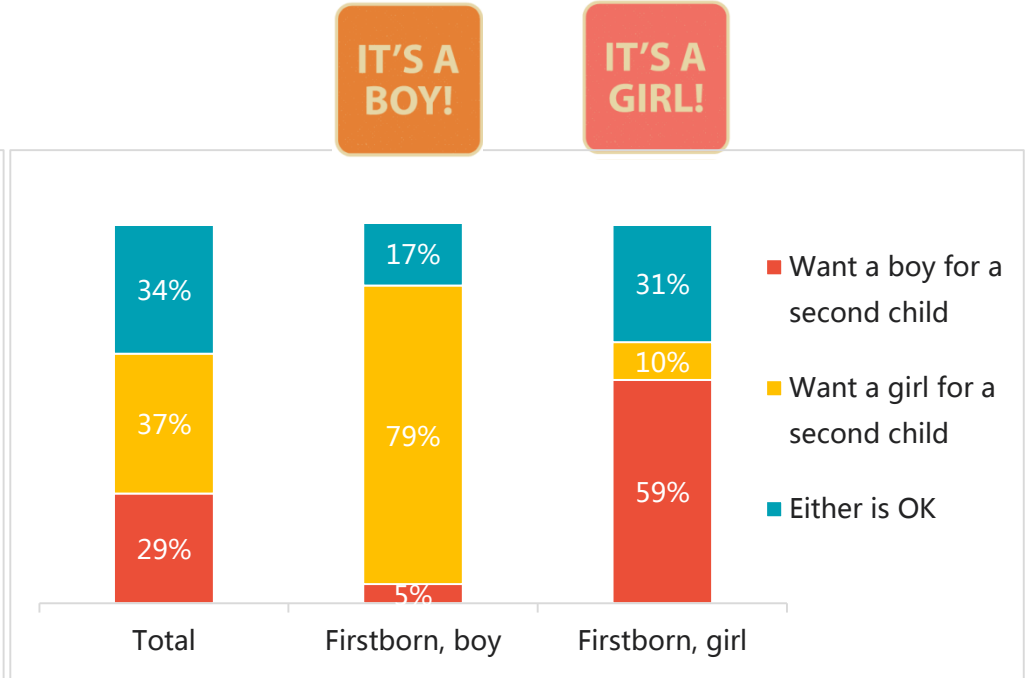
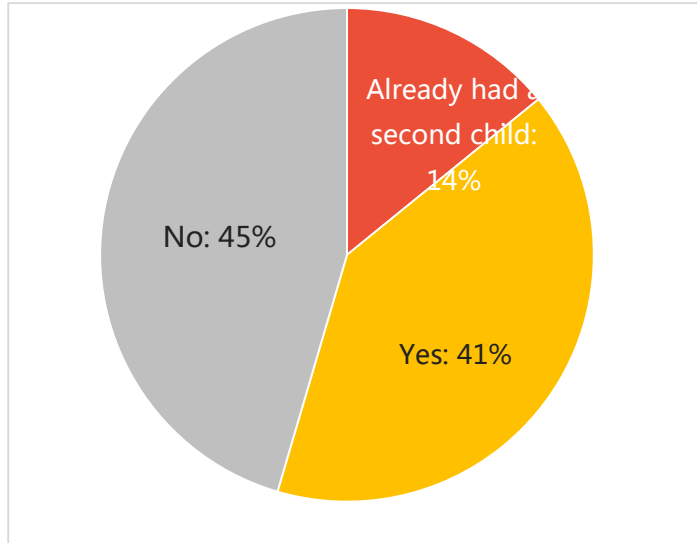
**Conducive Policy—  
Universal Two-  
Child Policy**



# There is no significant preference of boys in family planning for a second child

- Of families whose firstborn are boys, most want a girl for a second child; of families whose firstborn are girls, nearly 60% hope the second child to be a boy, and over 30% say either is OK.

Whether to have a second child

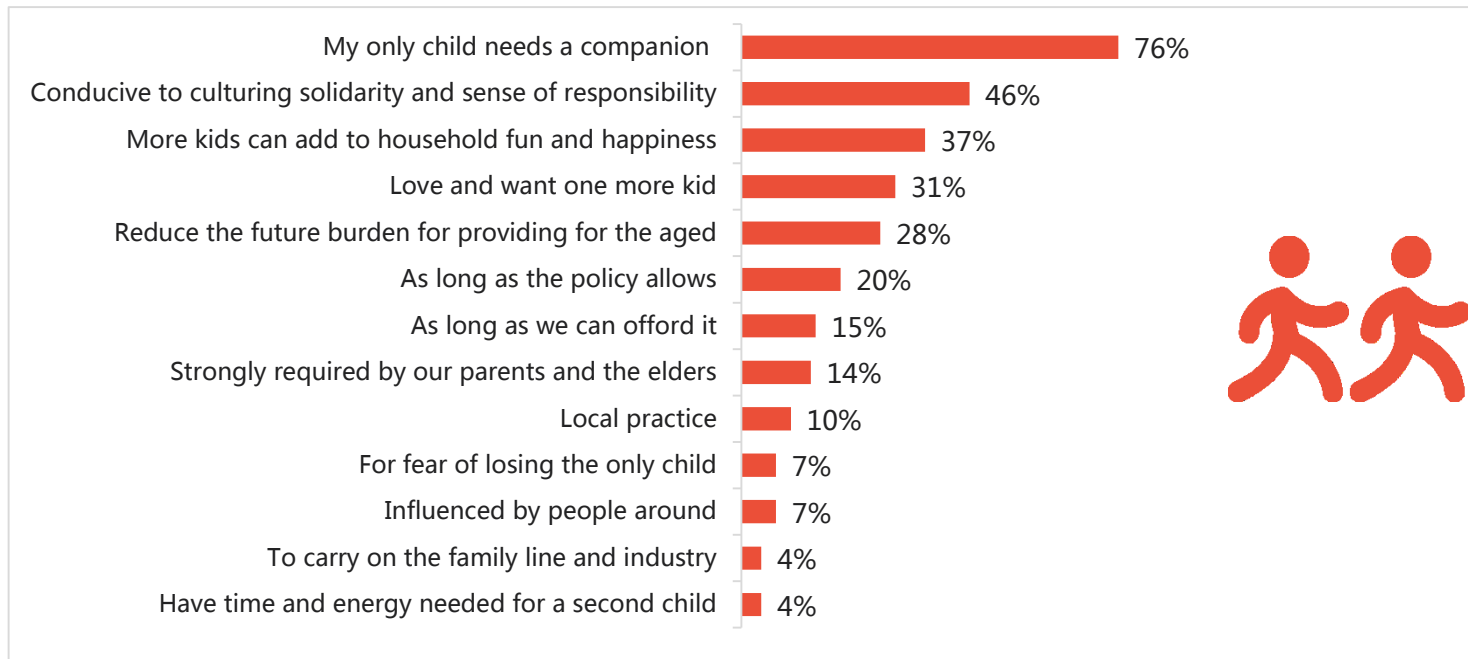


Q. Do you want to have a second child? Which do you prefer, boy or girl, for a second child?

# An only child will feel lonely and to provide companionship is the main reason for having a second child

- In addition, a family with more than one kid can better cultivate children's solidarity and sense of responsibility, and will have more happiness and fun, which is also a major reason for having a second child.

Reasons for having a second child

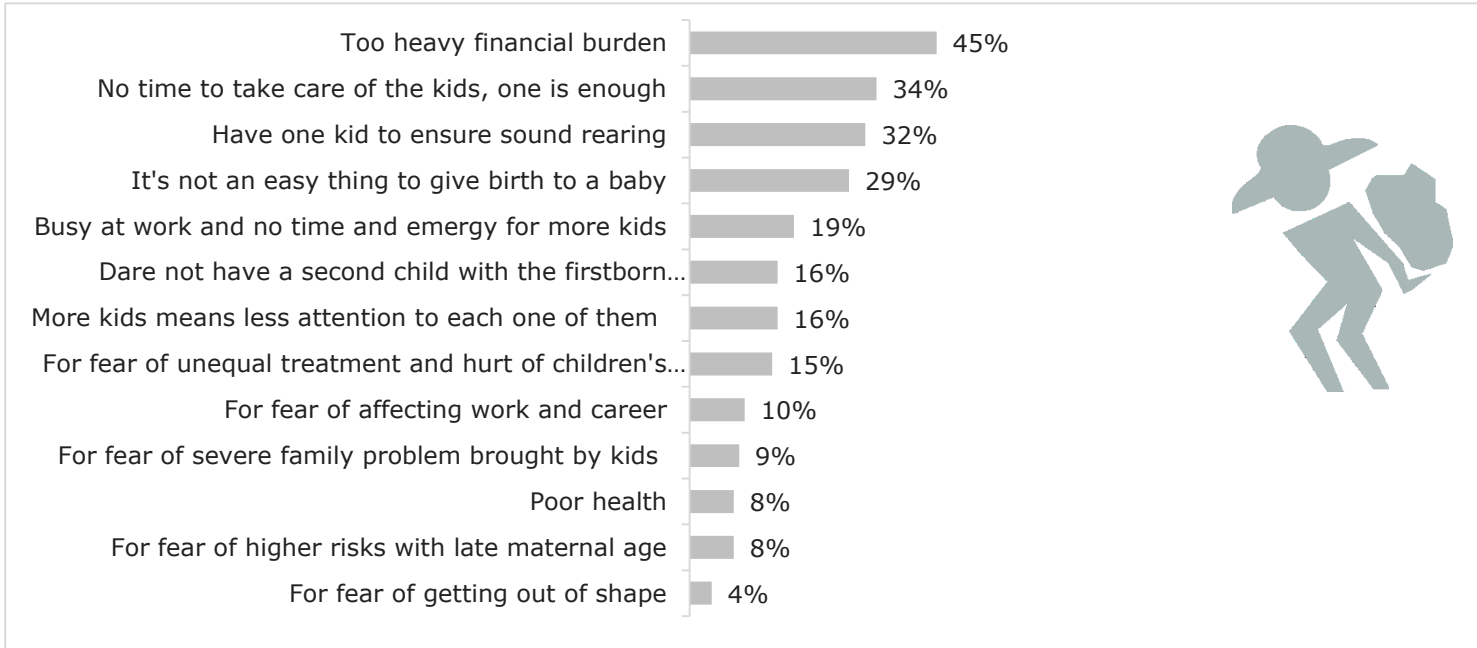


Q. Why do you plan for a second child?

# Heavy economic burden is the major reason for not having a second child

- Having no time to take care of babies, sound child rearing, pregnancy and labour pains, limited time and energy, etc. all explain why they do not want a second child.

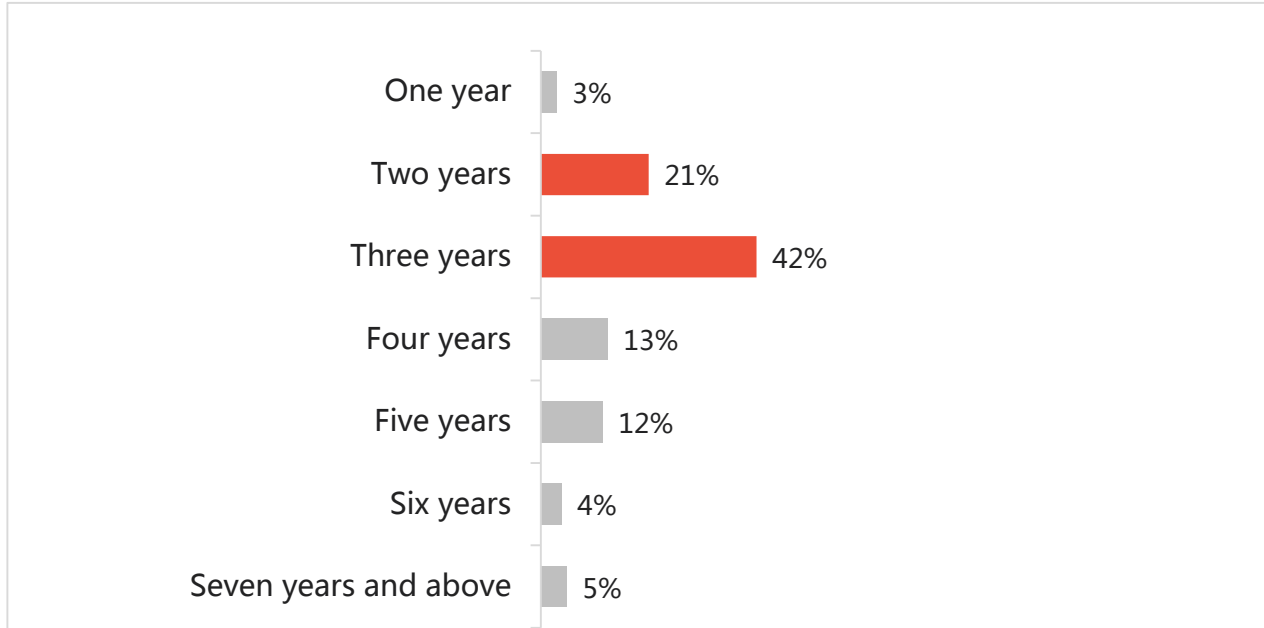
Reasons for not to have a second child



Q. Why don't you plan for a second child?

# Most parents want a 2 to 3-year age difference between the firstborn and the second child

Timing for a second child

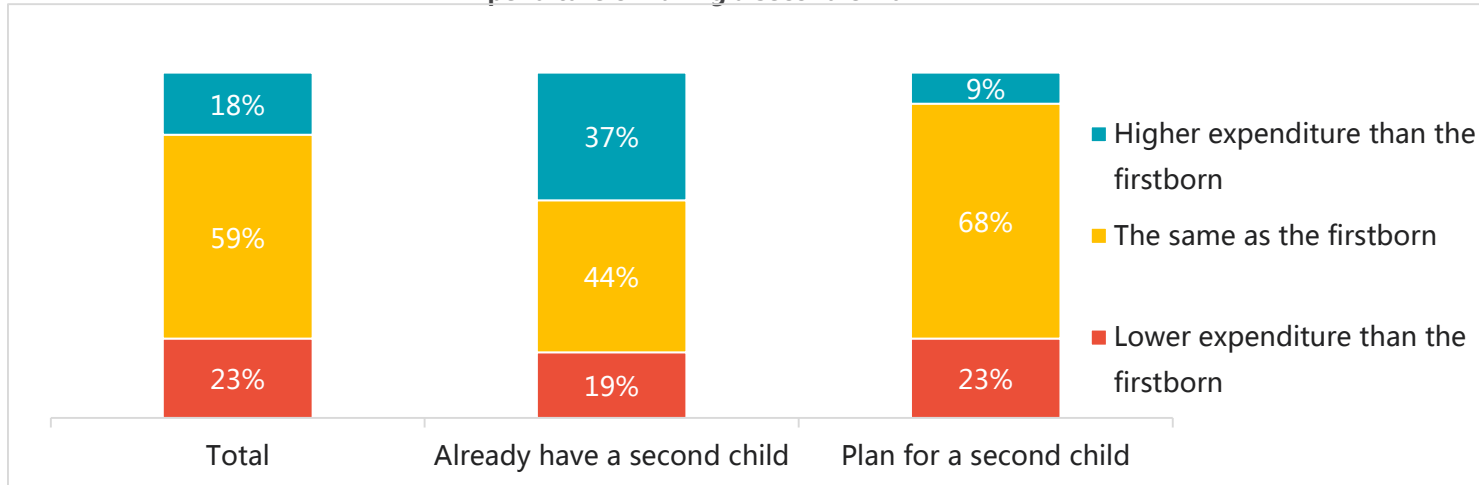


Q. Which do you think is the best age difference between the firstborn and the second child?

# Most parents consider the expenditure of the second child to be similar to the firstborn; but in reality, it is higher than imagined

- 59% of the parents think the expenditure of a second child is more or less the same as the firstborn.
- In contrast with people prepared to have a second child, those who already have one think the expenditure of the second child is higher than the firstborn. That is, the actual cost is higher than imagined in pregnancy and before giving birth to a second child.

Expenditure of having a second child



Q. How do you think about the expenditure of having a second child?

5

General Concern

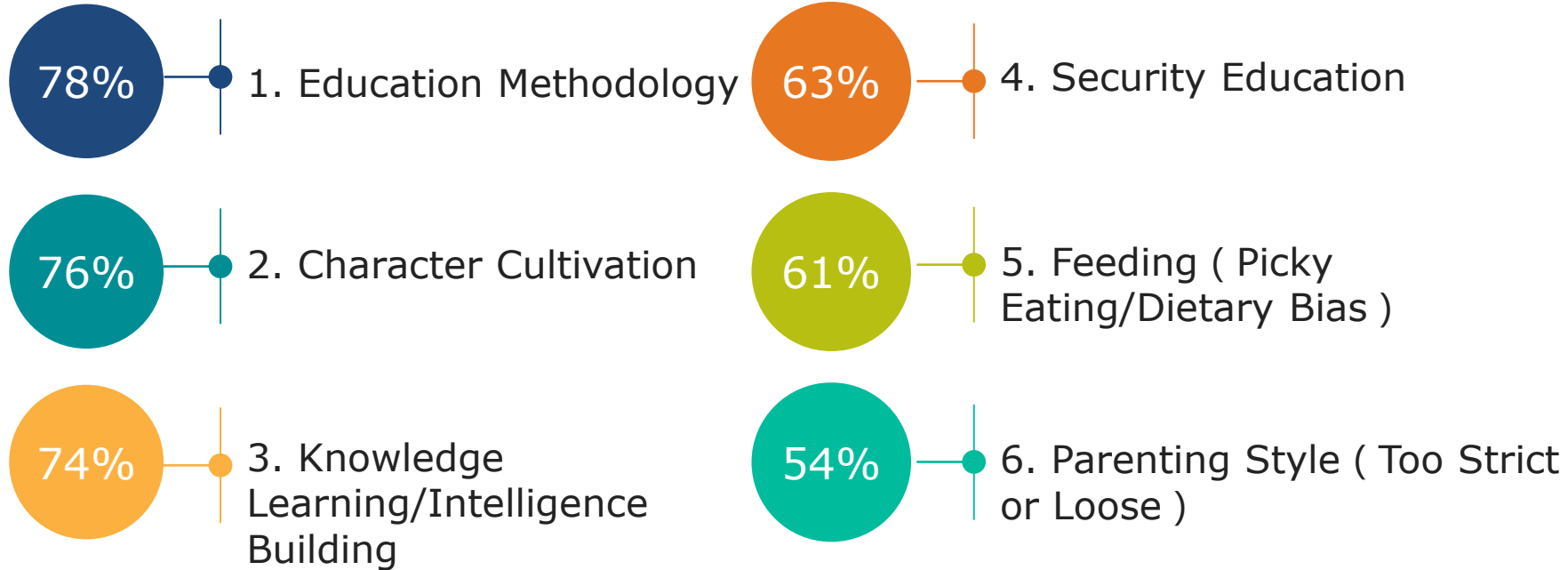
Scientific

Parenting





# The top three scientific parenting concerns of are education methodology, character cultivation, and knowledge learning/intelligence building

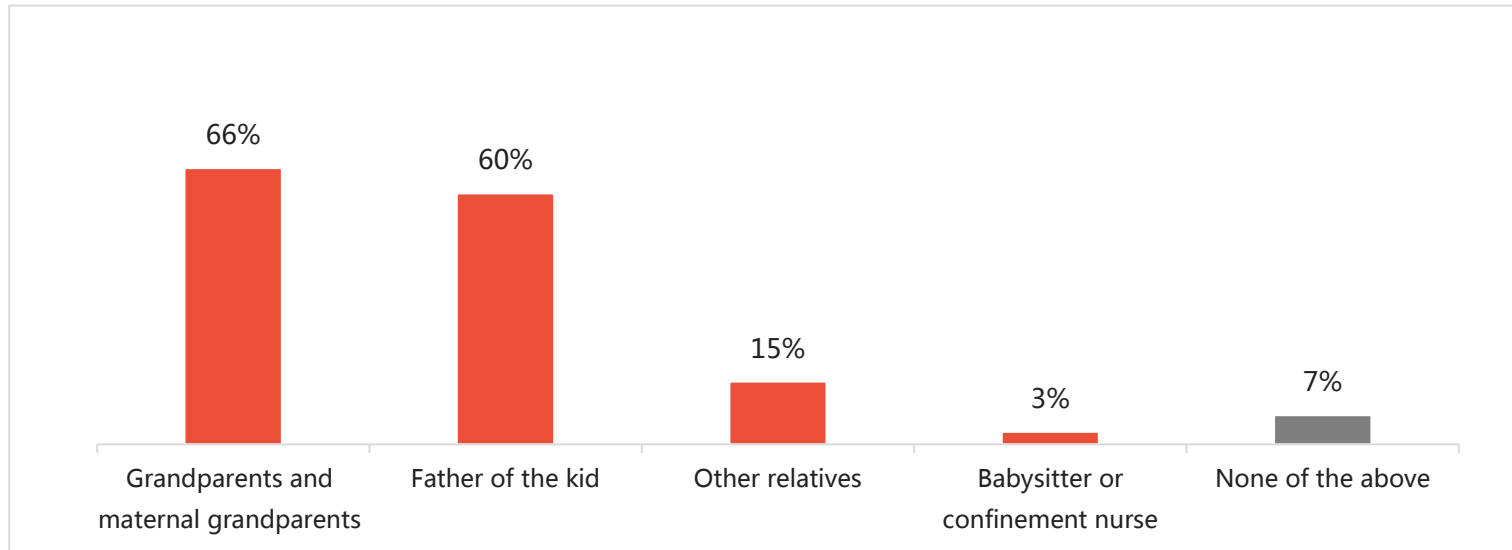


Q. Which aspects of scientific parenting do you concern yourself with?

# Grandparents/Maternal grandparents are the main force in babysitting and fathers gradually become the backbone in the process

- In Chinese families, the elders remain to be the most important helpers in child rearing. The role of grandparents/maternal grandparents in taking care of the kid is even higher than its dad.

Who else in your family can help take care of the kid?

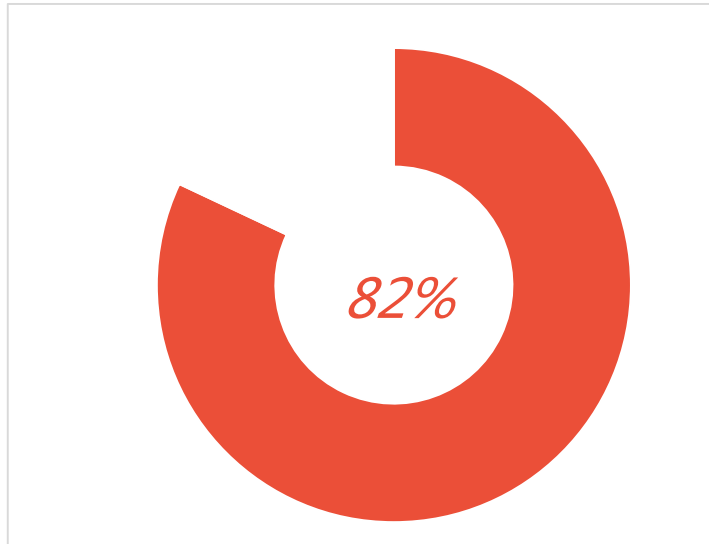


Q. Except you yourself, who else in your family can help take care of the kid?

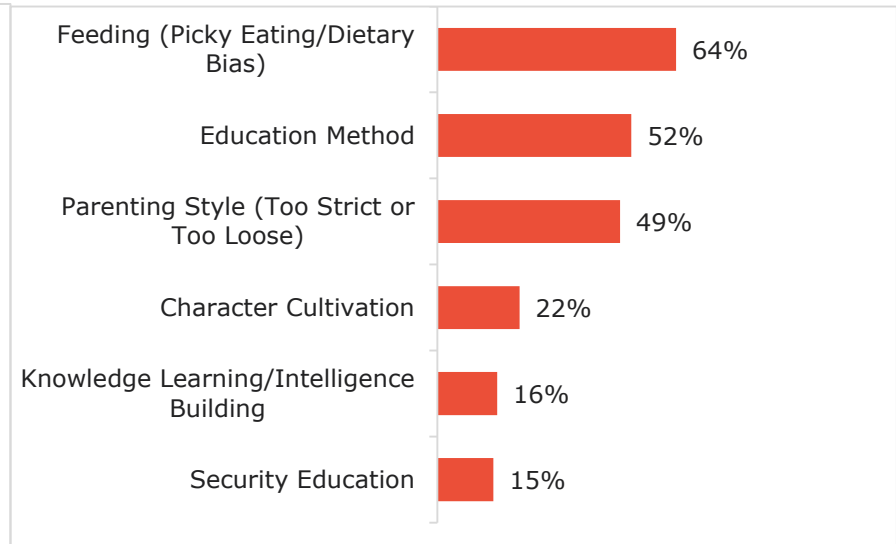
# Disagreement with the elders commonly exists in parenting concepts, including feeding, education and parenting styles

- The elders play a significant role in babysitting, and inevitably, disagreements exist in parenting. 82% of the families say they have encountered differences in parenting styles and methods.
- The most common difference is ways of feeding, followed by education methods and parenting styles.

Whether there is disagreement in parenting concepts



Aspects of difference in parenting concepts

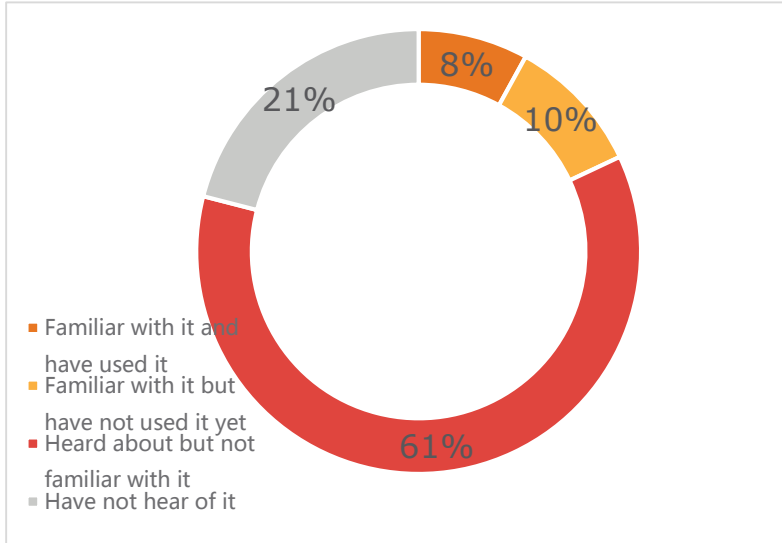


Q. Do you have any disagreement with the elders on in parenting concepts and methods? What are they?

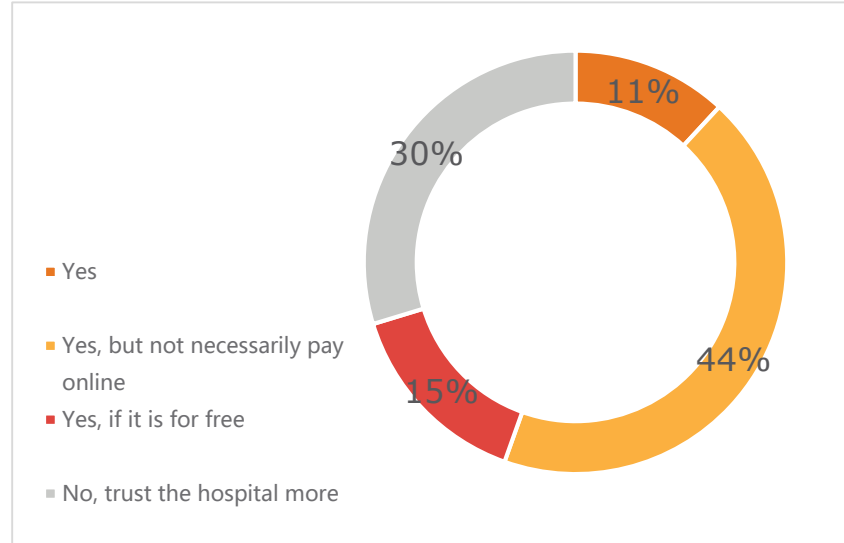
# Over 60% of the maternal crowd have heard about online medical treatment, of whom only 18% are very familiar with it

- Likewise, nearly 70% of the respondents say they are willing to use online medical treatment, but under the influence of “free” internet services, 44% say it depends on the costs, and 15% will use it if it is provided for free.

Knowledge on online medical treatment



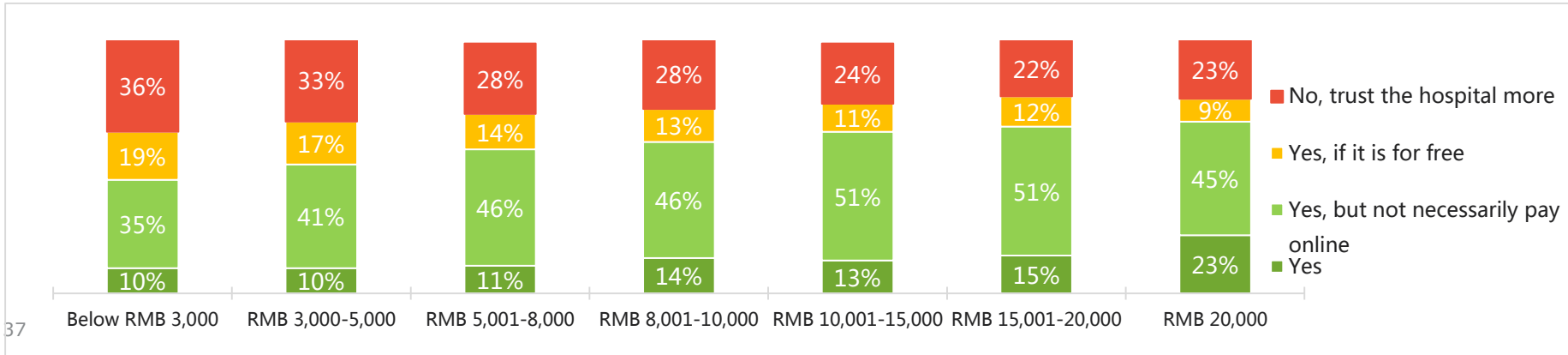
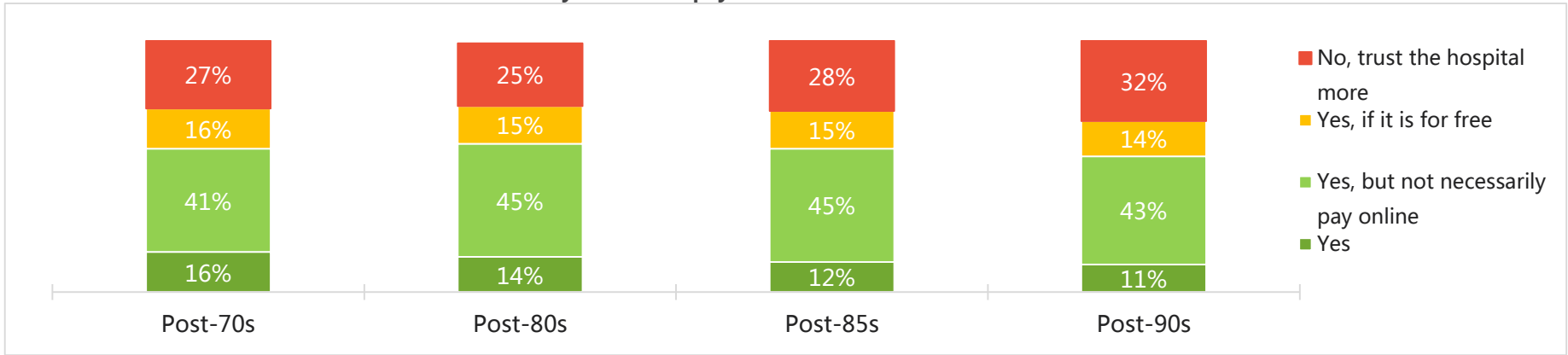
Will you use and pay for medical treatment online in the future



Q. .Do you know about online medical treatment? Will you use it and pay for it online?

# Post-70s and high-income maternal crowds show higher willingness to use and pay for medical treatment online

Will you use and pay for medical treatment online in the future





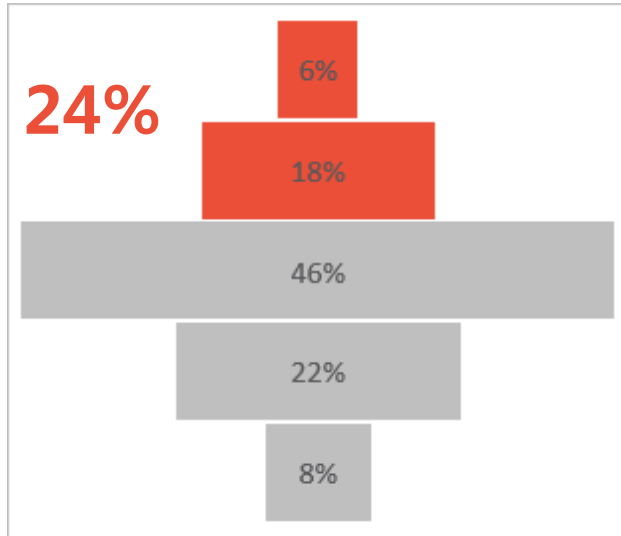
## Network Hotspot – Webcast, Draw Closer to Mothers



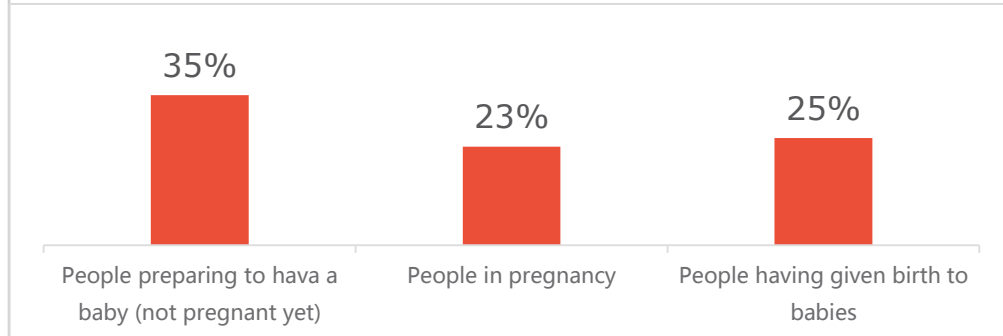
# About one in four parents say they are interested in webcasts

- People preparing for pregnancy are more attracted to webcasts.
- People in pregnancy and those having given birth to babies are busy and less obsessed with webcasts.

How are you interested in webcasts?



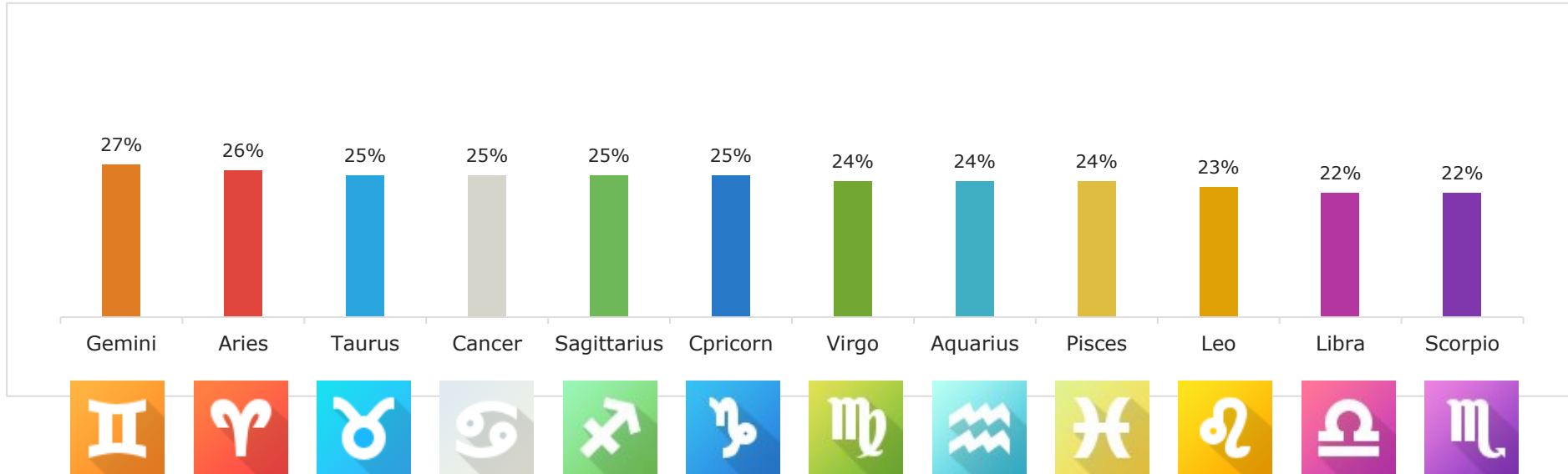
Very/A little interested in webcasts



Q. Are you interested in webcasts? Which type of webcasts do you prefer?

# Gemini/Aries mothers show higher interest in webcasts than other constellation

Very/A little interested in webcasts %

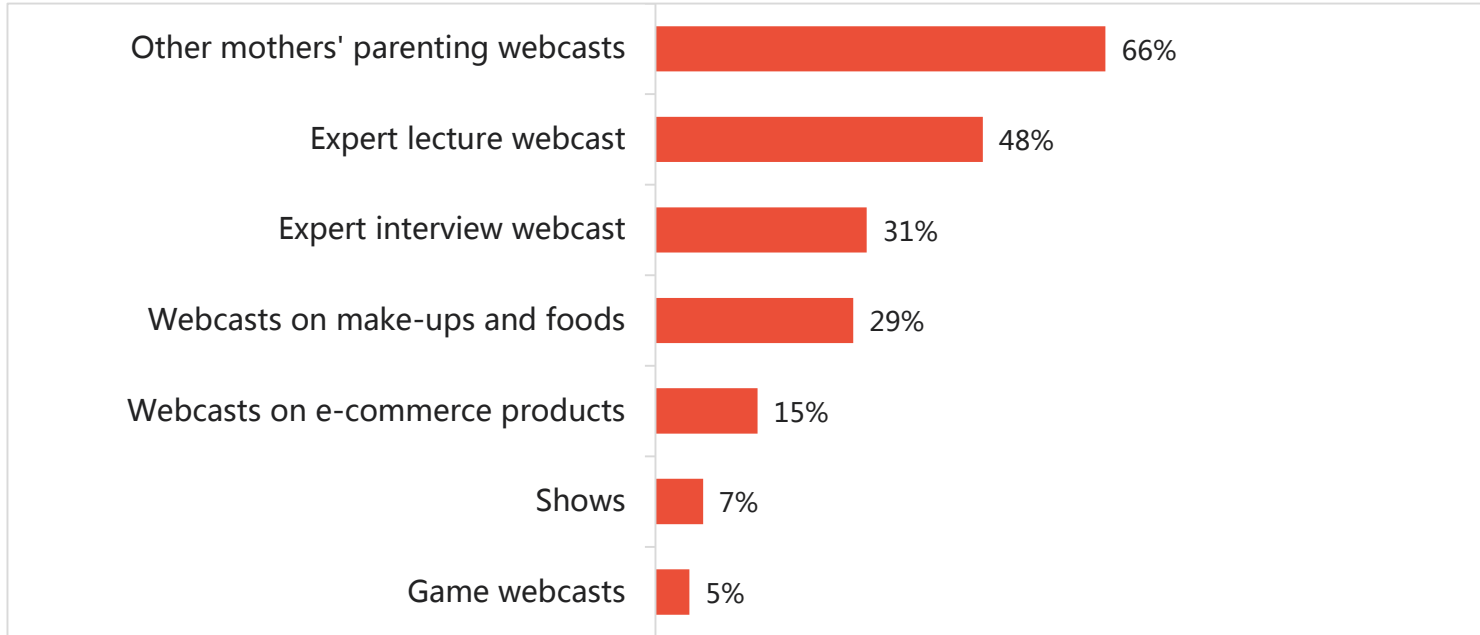


Q. Are you interested in webcasts?



# The maternal crowd show higher interest in parenting and expert lecture webcasts

Preferred webcasts



Q. Are you interested in webcasts? Which type of webcasts do you prefer?

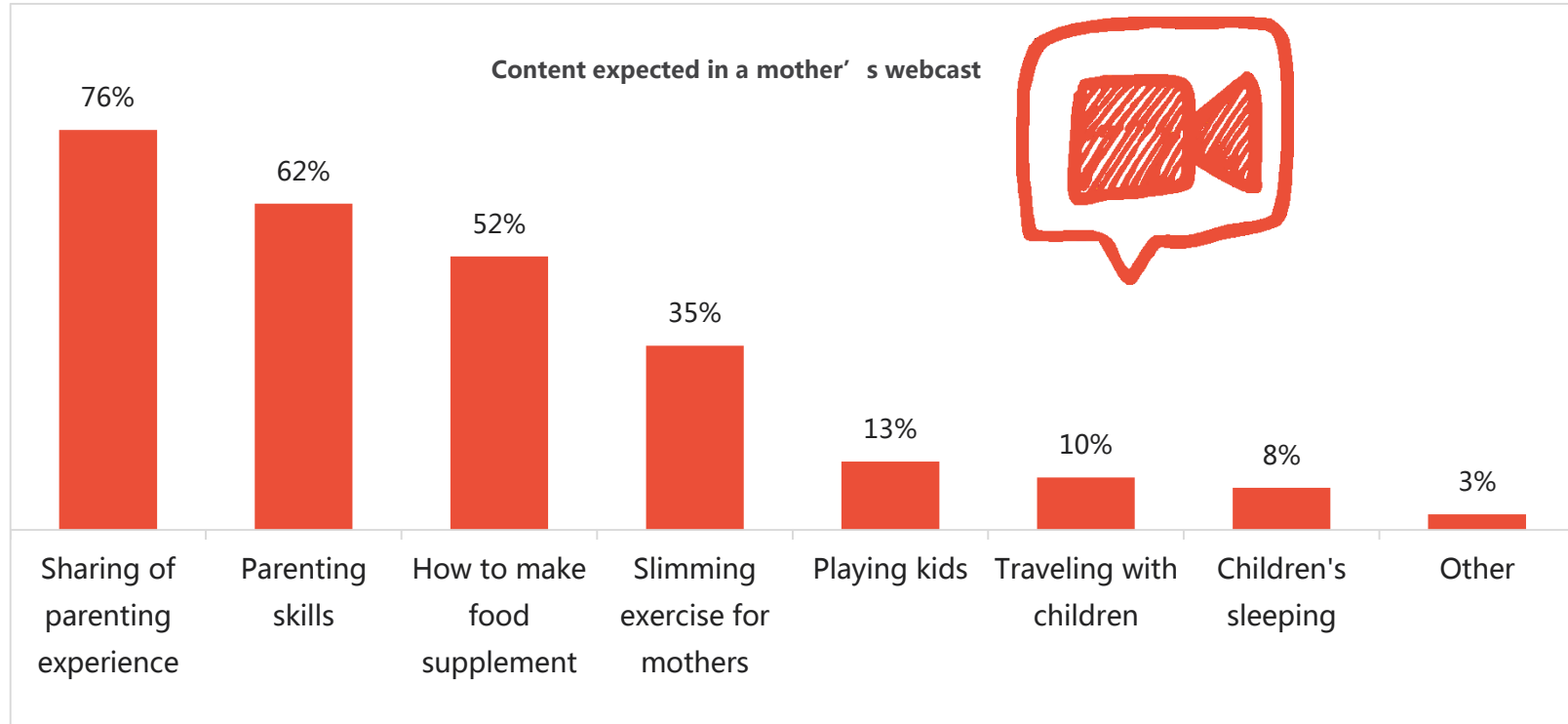
# Of the maternal crowd willing to pay to watch webcasts, over half prefer that of expert lectures and other mothers' parenting webcasts

Webcasts willing to pay to watch



Q . Would you like to pay for watching webcasts? Which would you like to pay for watching?

The maternal crowd are more willing to watch other mothers' webcasts on parenting experience or skills, and how to make food supplement; slimming exercise of mothers is also very popular



Q. What do you expect to watch in a mother's webcast?

# Key findings

1

## Highest ratio of post-85s and post-90s in China's new mothers

- Especially post-90s and post-85s mothers in low tier cities.
- Post-90s occupies nearly half of pregnant mothers and that of 0 to 1-year-old kids, a significant increase as compared with 2 years ago.

2

## The birth of new babies will somewhat stimulate exchange for new cars and houses

- About 75% of young parents have their own houses, and up to 40% need to exchange for new housing.

3

## Maternal-child websites/APP are the most important channels to access to parenting knowledge

- Over 60% of new mothers prefer selected and highly recommended knowledge, and it's especially true with post-90s.

4

## The maternal crowd buy maternal-child products mainly via online channels

- Diapers, baby care products and children's clothing are most bought categories.
- They buy maternal-child products twice a month on average, and most frequently in 1<sup>st</sup>-tier cities.
- Smart phones are most used equipment in the purchase of maternal-child products today.

5

## More than half have given birth to/plan to have a second child under the universal two-child policy

- Families planning for a second child show no evident preference for boys.
- The only child will feel too lonely. To cultivate solidarity and sense of responsibility and increase fun in the family is major reasons for having a second child.
- The 2 to 3 years of age difference is the most ideal.

6

## Scientific parenting is a hot topic in parents

- Nearly 80% say they concern themselves with scientific parenting, especially education methods, character cultivation, knowledge learning and intelligence building.
- Mothers are willing to exchange and insist on their own parenting in time of disagreement.

7

## There is great space for the popularisation of online medical treatment

- Over 60% have heard of it, but only 18% are truly familiar with it.
- People with high income and the post-70s are more familiar with online medical treatment and more willing to pay for it online.

8

## Webcasts – A new platform for learning

- The maternal crowd are more interested in webcasts of other mothers' parenting and of expert lectures
- The most popular content is on parenting experience, skills and how to make food supplement in a mother's webcast.