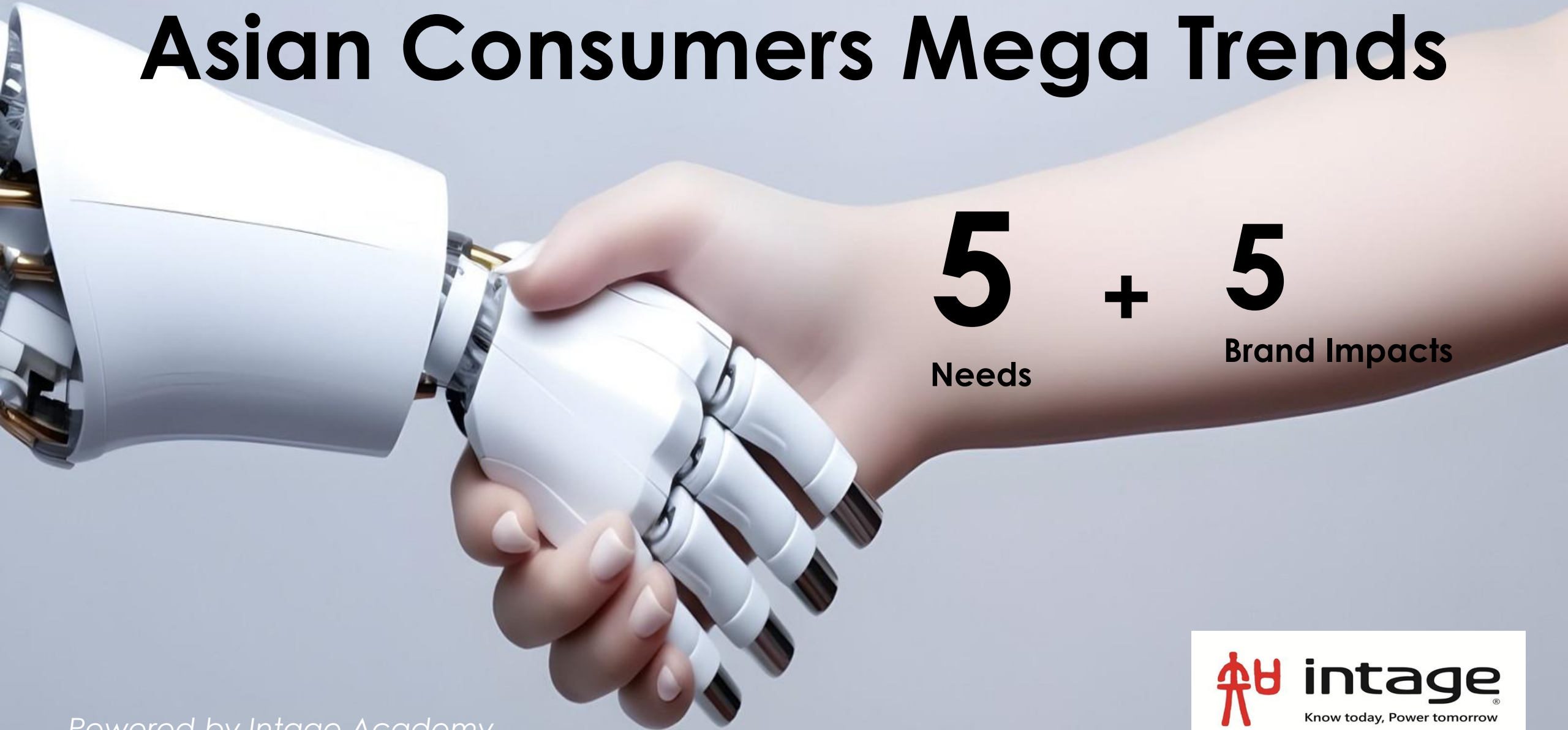


# Asian Consumers Mega Trends



**5**

Needs

+

**5**

Brand Impacts

*Powered by Intage Academy*



# INTAGE Asian Trend Tracker

**Why:** To understand the increasingly contradictory consumers needs and their drivers.

**How:** Asian Mobile Panel – powered by dataSpring – a member of INTAGE Group

**How many:** 3,000 consumers in 6 countries - China, India, Indonesia, Japan, Thailand and Vietnam

**12 months  
observation**

**3,000  
consumers**

**5 days  
Data collection**

**6  
countries**

**18  
sub-segments**

# 5 Mega Trends

## 1 Aging Better

The new middle-aged starts at 60

## 2

## Digital Twin

FOMO Consumers put one foot in digital world, and another foot in the physical world for human connection.



## 3 Segment of ONE

Exclusive yet Inclusive



## 4 Generation Redefined

Don't segment consumers by age, goes deeper to understand their **pain points** + **passion points**

## 5 ECO<sup>2</sup> the New Value Equation

Income vs. Image vs. Impact





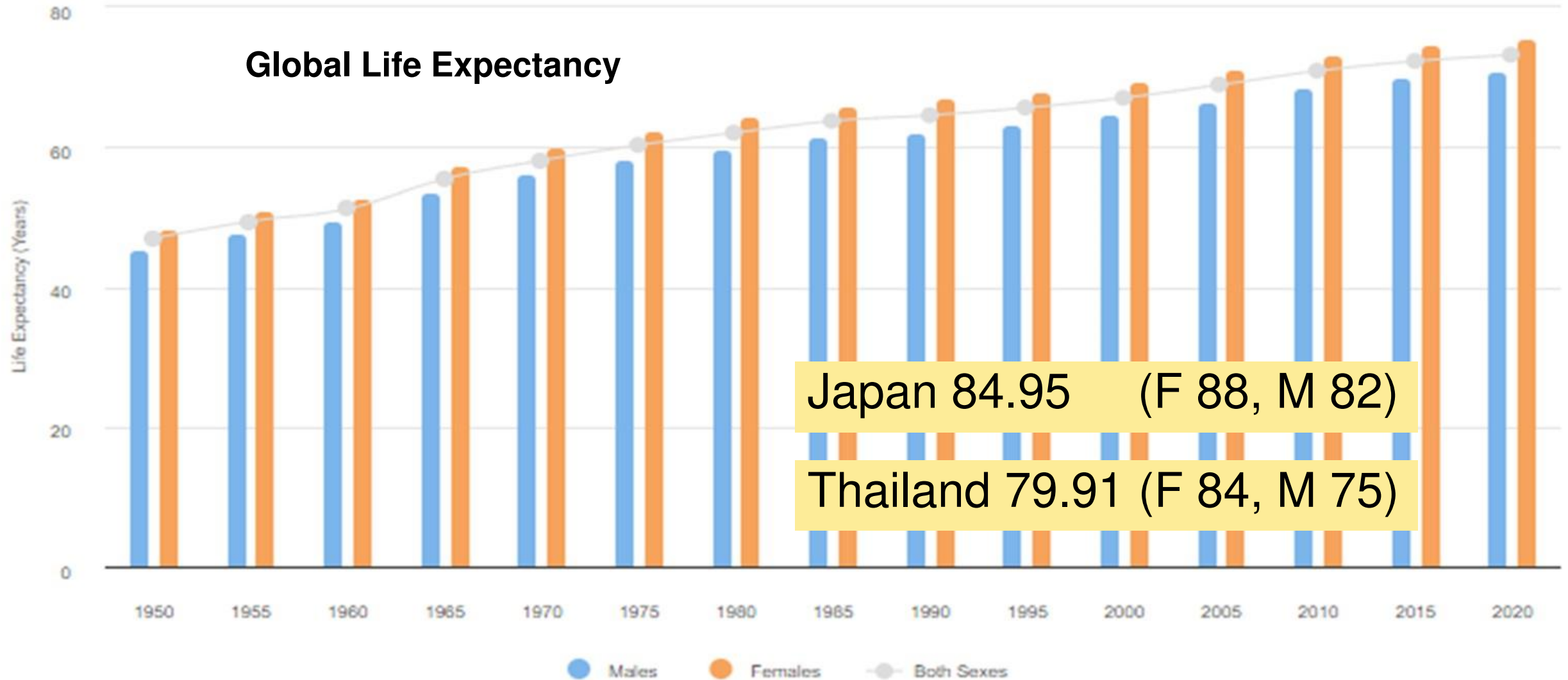
# 1

# Aging Better



The new middle-aged starts at 60

# Good news, we all live longer!



Source: worldometer, UN

# 'Good Living' is more important than 'Good Looking'

Importance	Total	China	Japan	India	Indonesia	Thailand	Vietnam
Retirement financial plan	1						
Special healthcare for elderly	2						
Special home arrangement for elderly	3						
Ability to access to telemedicine	4						
Visit anti-aging beauty clinic	5						

# When nothing is certain, consumers want to make their future certain

Importance	Total	25-34	35-49	50+
Retirement financial plan	80	84	89	86
Special healthcare for elderly	68	58	68	58
Special home arrangement for elderly	63	66	67	72
Ability to access to telemedicine	58	68	73	64
Visit anti-aging beauty clinic	33	42	36	24

*N = 3,000  
6 countries*

*N = 250*

*N = 200*

*N = 50*



# Don't call me auntie, I'm just 55 & super healthy!

Not by age alone, aging is marked by gradual physical, cognitive, and social decline.

You are aging when:

**49% older than 60 years old or retire**

**+**

**44% physically unhealthy**

**44% cognitively unhealthy**





#2



# Digital Twin

FOMO Consumers put one foot in digital world, and another foot in the physical world for human connection.

# Social media continues to be part of people life

## Top 5 Source of Information

	China	Japan	India	Indonesia	Thailand	Vietnam
						
						
						
						
						

> 5 sources

27%

40%

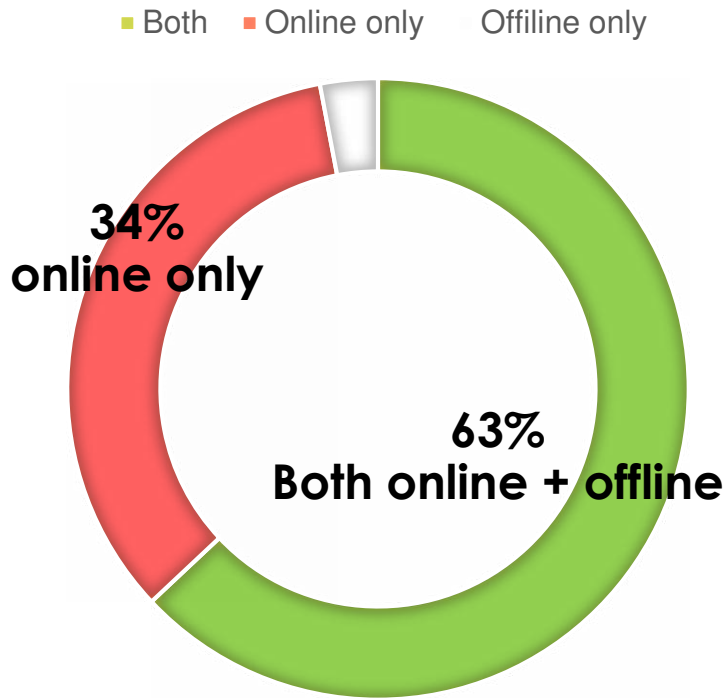
58%

34%

55%

38%

# Younger gen goes 'online-only'



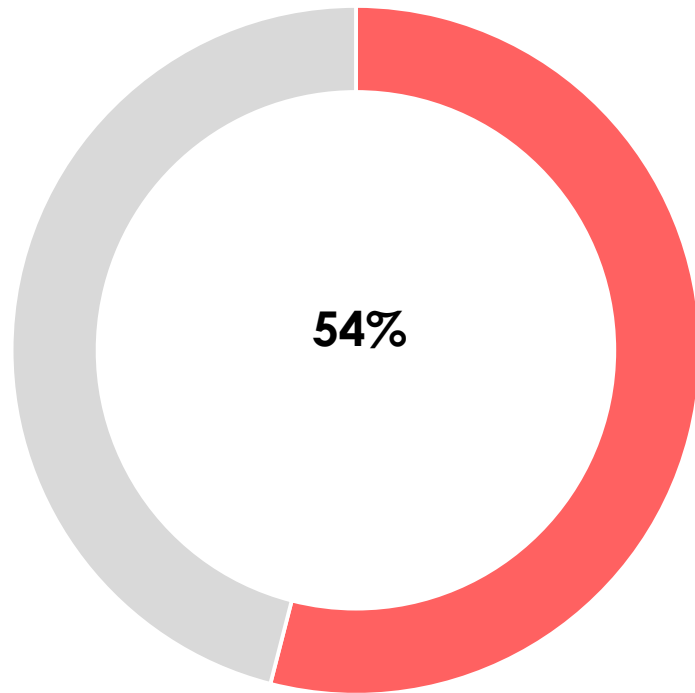
- Most use both online and offline media for information seeking, on average 5 types of media is used
- However, the younger consumers show tendency to go 'online-only', Thais and Chinese in particular

*Aged 25-34 yrs.*

China	Japan	India	Indonesia	Thailand	Vietnam
55	31	22	42	56	32

35-49: 37%  
50+: 25%

# Consumers need Daily Small Indulgence, and social media helps!

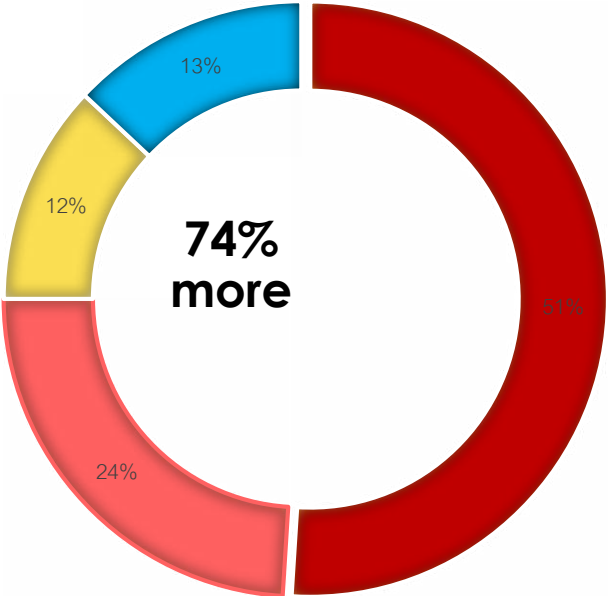


## Majority uses social media as Loneliness Reliever

China	Japan	India	Indonesia	Thailand	Vietnam
58	19	62	66	61	56

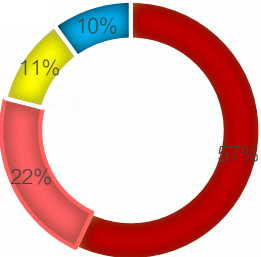
# Steve Jobs said “Stay hungry, Stay foolish”

- More channel
- More time
- Less channel
- Less time

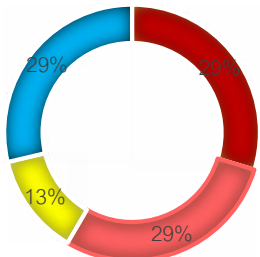


With exception to Japanese, most are open for more information sources.

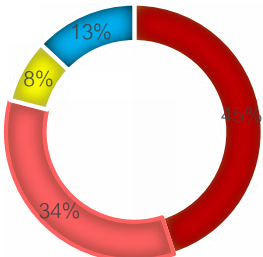
China



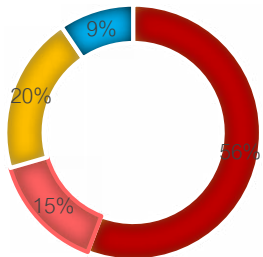
Japan



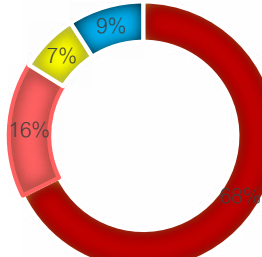
India



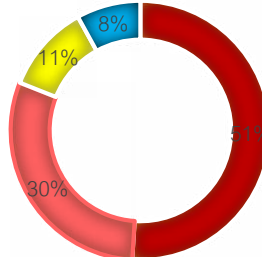
Indonesia



Thailand



Vietnam





# Functional + Emotional + Social = FOMO Life



**74% knowledge, information**

43% catch up with other people

42% reduce stress, kill boredom

39% stay up to dated with social issues

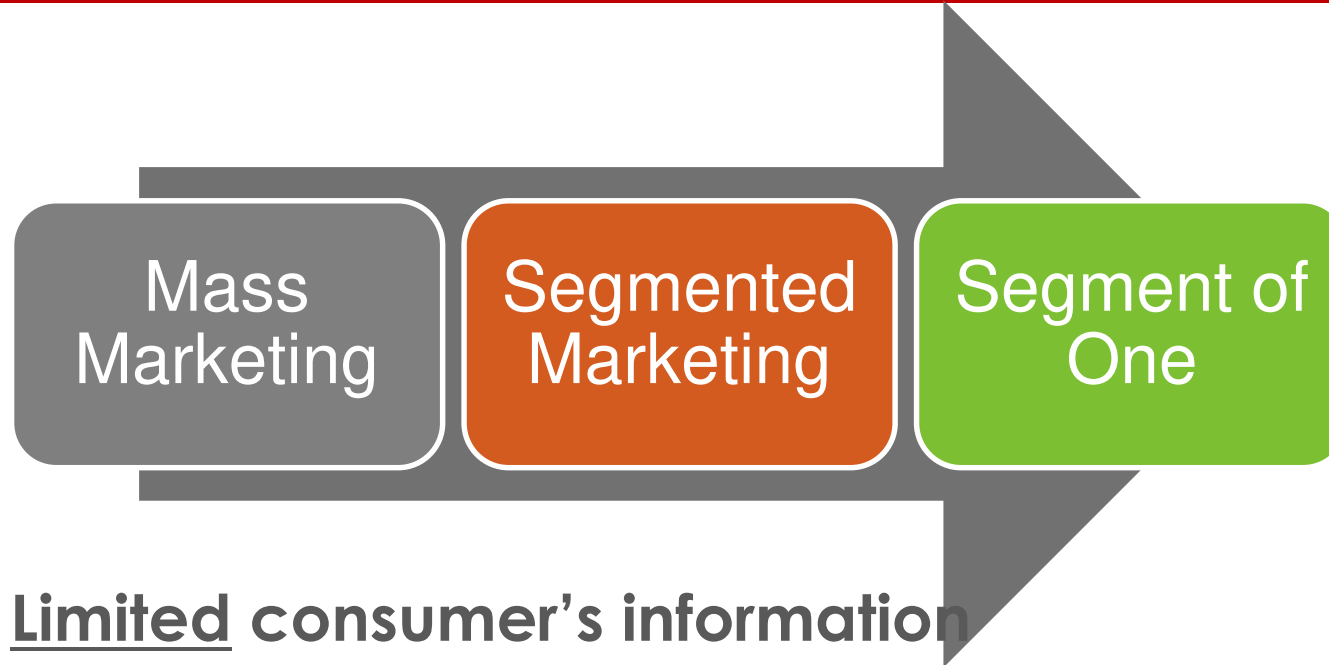
36% buy products & service

# #3 Segment of ONE

Exclusive yet Inclusive



# From Marketing Strategy to **Experiential Marketing Strategy**



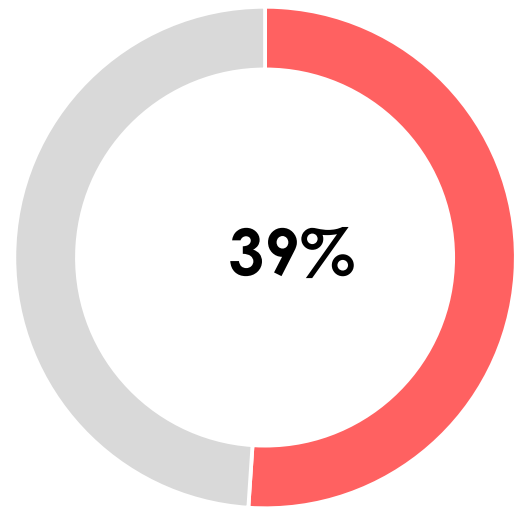
From Limited consumer's information

to Real-time consumer's information

**Right offer** at the **Right time** to the **Right customer**

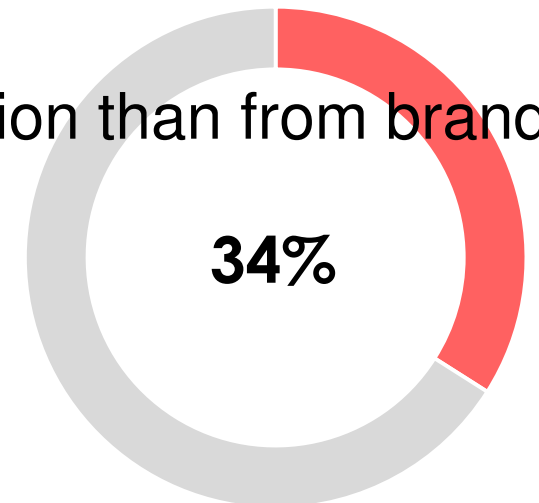
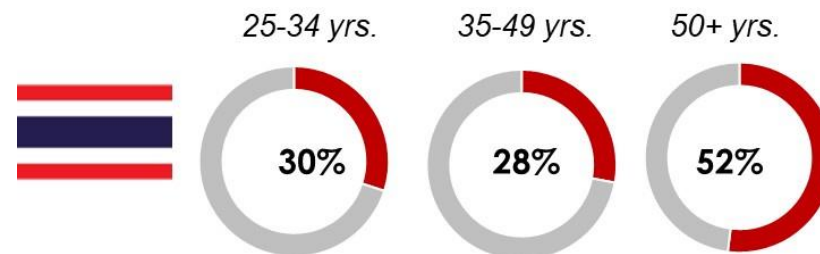
# The real Prosumer Era

Rapid technology advancement has enabled the growth of Prosumption and the Prosumer era: Producer + Consumer. They are more active, confident and well equipped with 'who-do-what and-how-to' information.

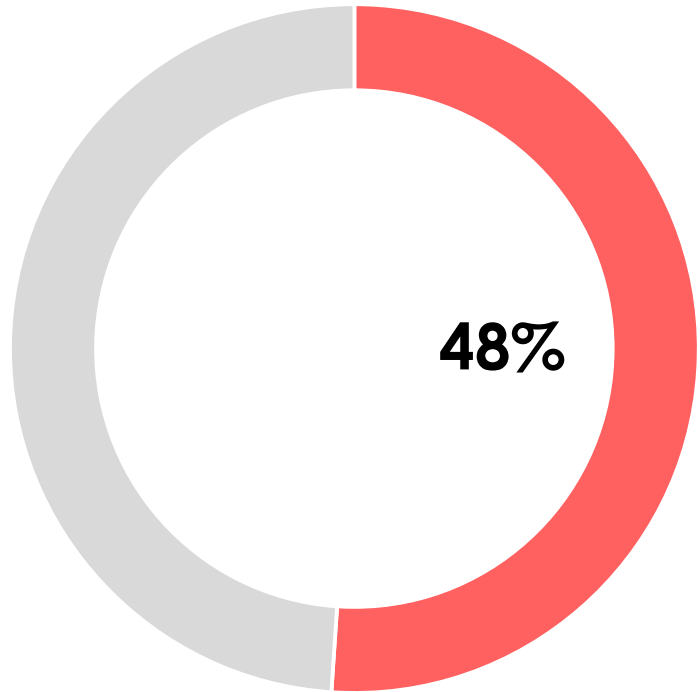


They want to have their own business

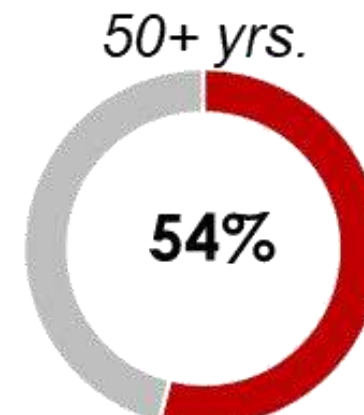
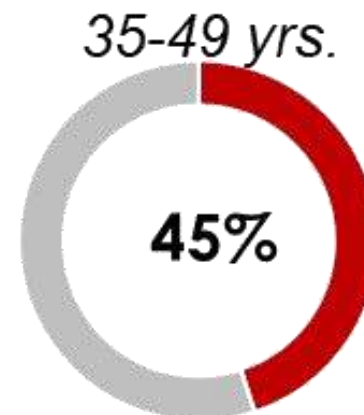
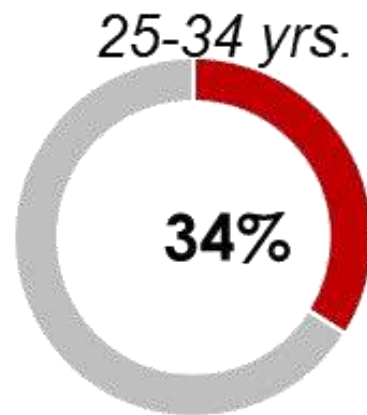
They also trust their own source of information than from brand



# Experience is more important than brand name!

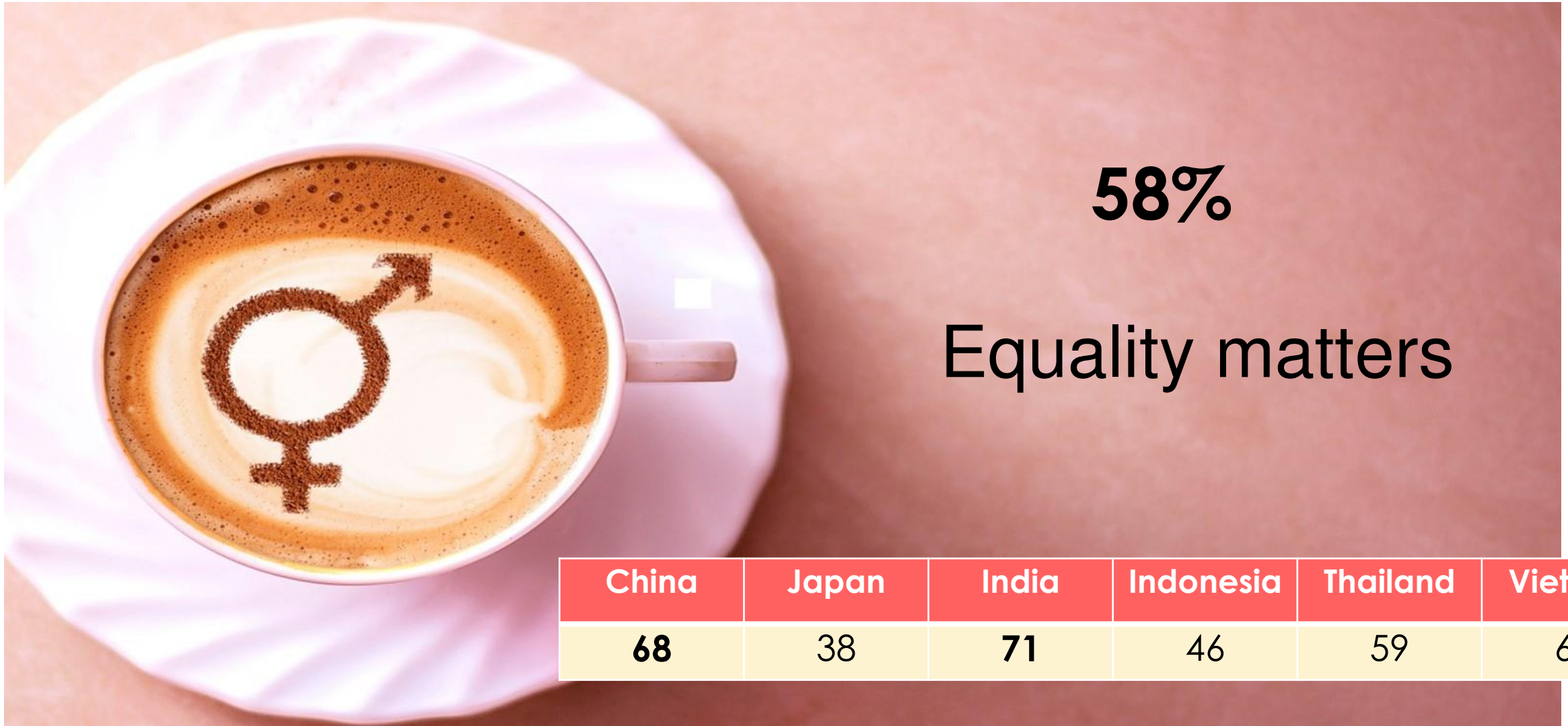


In the world of choices, consumers are open to new brands. About half indicates that experience is more important than brand name.





They are confident to stand up for others too



**58%**

Equality matters

China

Japan

India

Indonesia

Thailand

Vietnam

68

38

71

46

59

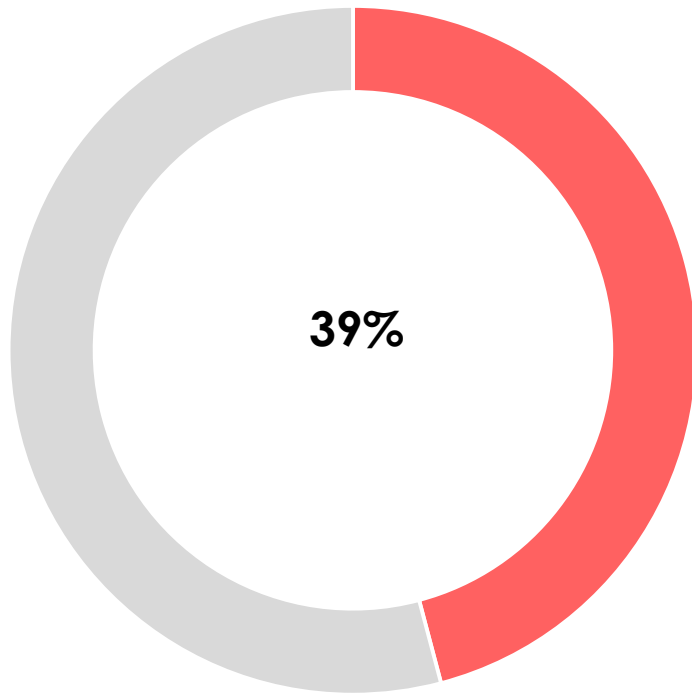
64

# #4 Generation Redefined, segmentation redesigned



Don't segment consumers by age, goes deeper to understand their **pain points + passion points**

# Cross-generation is a new friendship

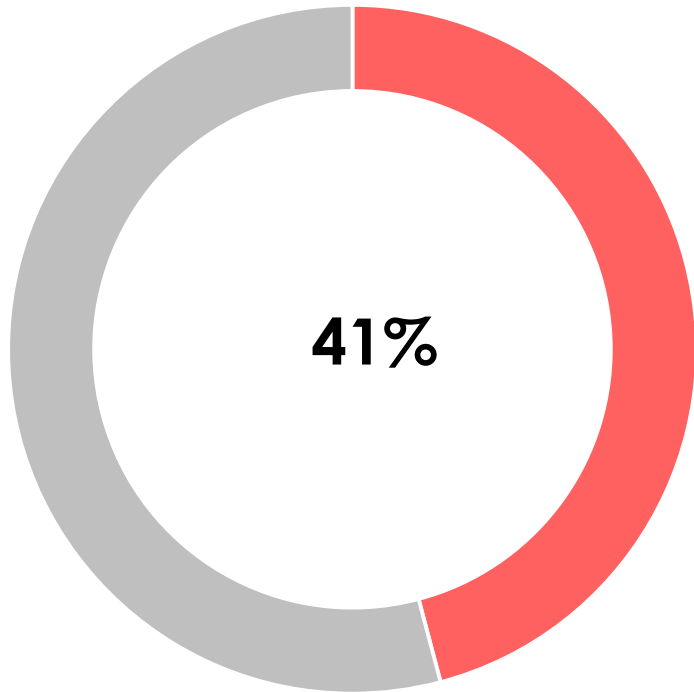


Although year of birth shapes the past experience, it doesn't define the future.

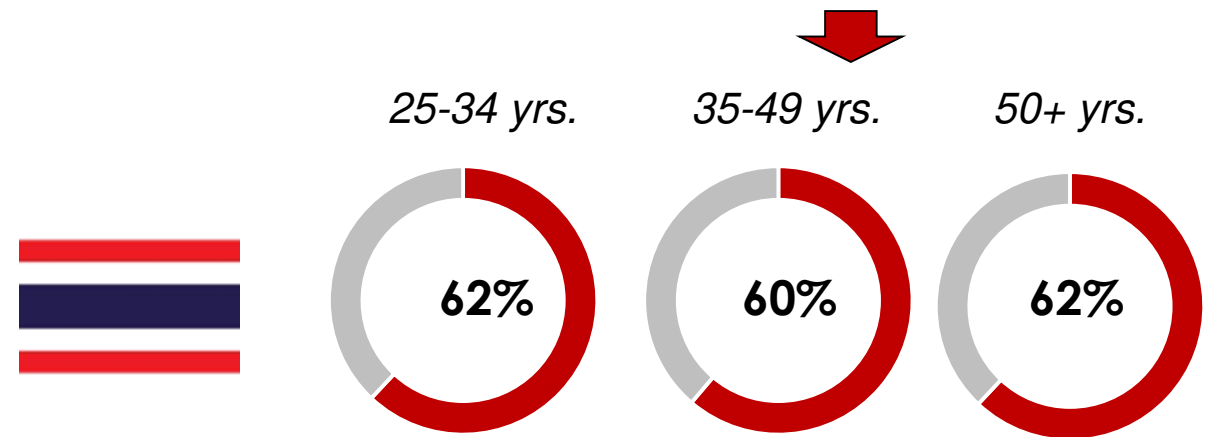
China	Japan	India	Indonesia	Thailand	Vietnam
45	13	46	44	39	45

# New media is not limited to new gen

The emerging platform like TikTok from China grows fastest in Thailand – the smiling country.



China	Japan	India	Indonesia	Thailand	Vietnam
68	10	8	49	61	51



Regardless of gens, the *'shoppertainment'* booms.

# #5 **ECO<sup>2</sup> the New Value Equation**

Income vs. Image vs. Impact






# Sustainable Consumption comes with 'income vs. impact' equation



Flexitarian is expanding. The motivational drivers in Thailand are rather unique – Health, Spirituality, Environment and Budget

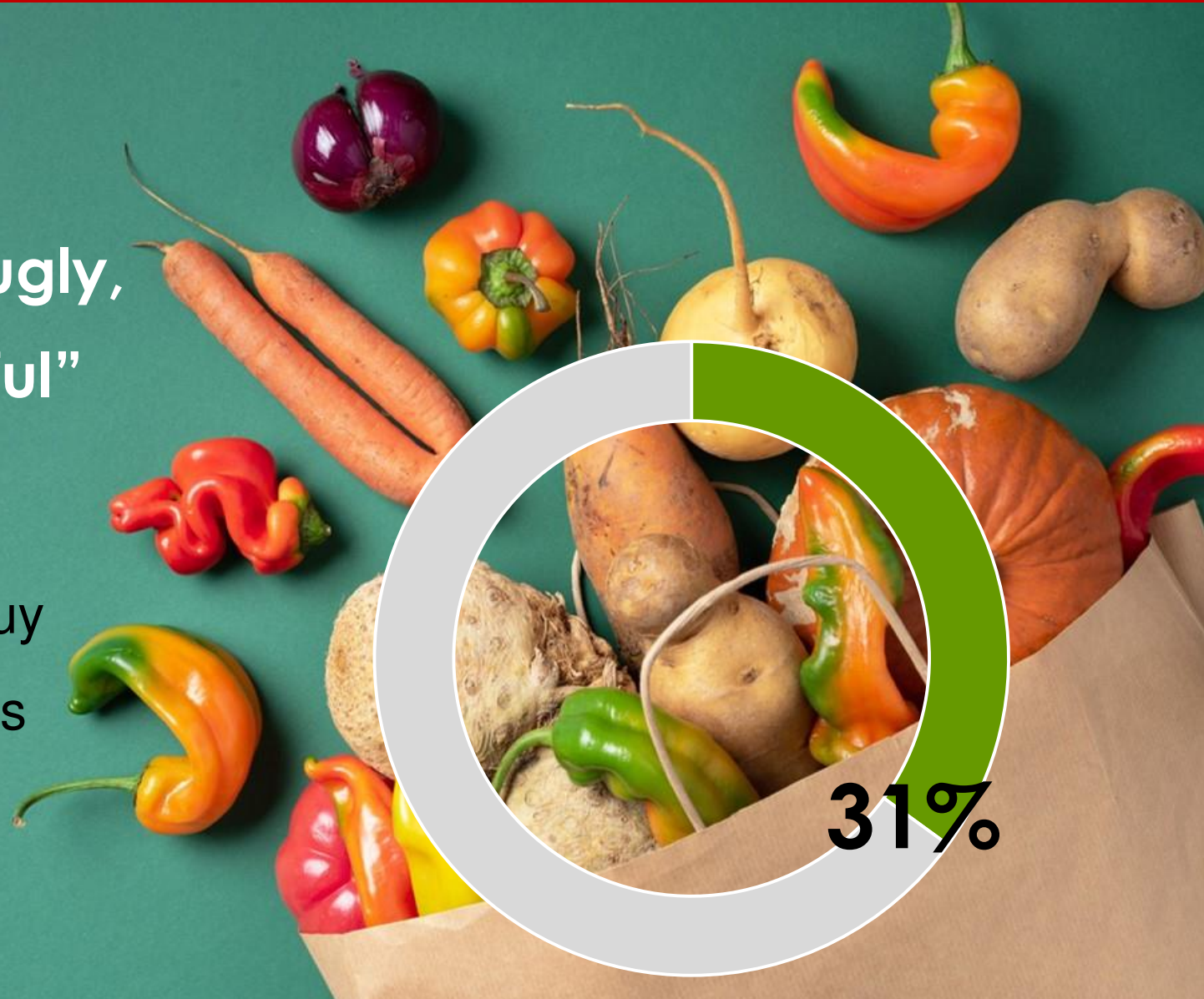


\*All data has been collected from 1 Sep 2021 – 31 Aug 2022 

# The Perfectly Imperfect

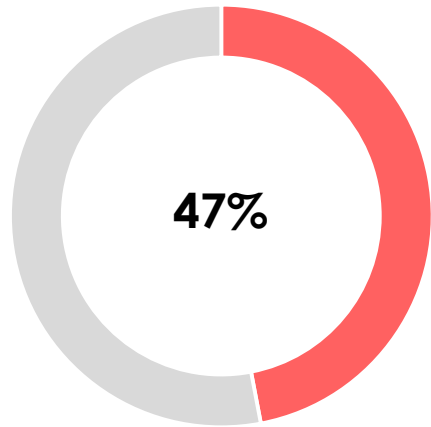
“Fruit or vegetable can be ugly,  
but sustainability is beautiful”

One third of all gens is willing to buy  
ugly fruit/ vegetable to help farmers  
and reduce fresh waste.



31%

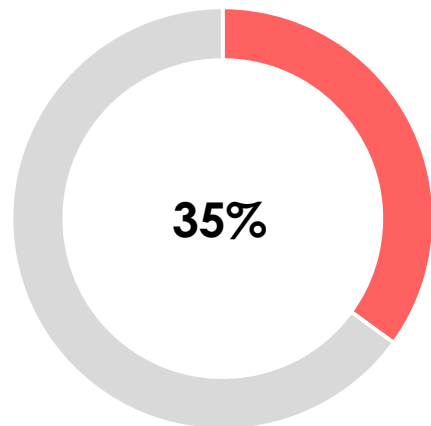
# From Me to WE



About half Asian consumers feel proud to support the local or community-made products



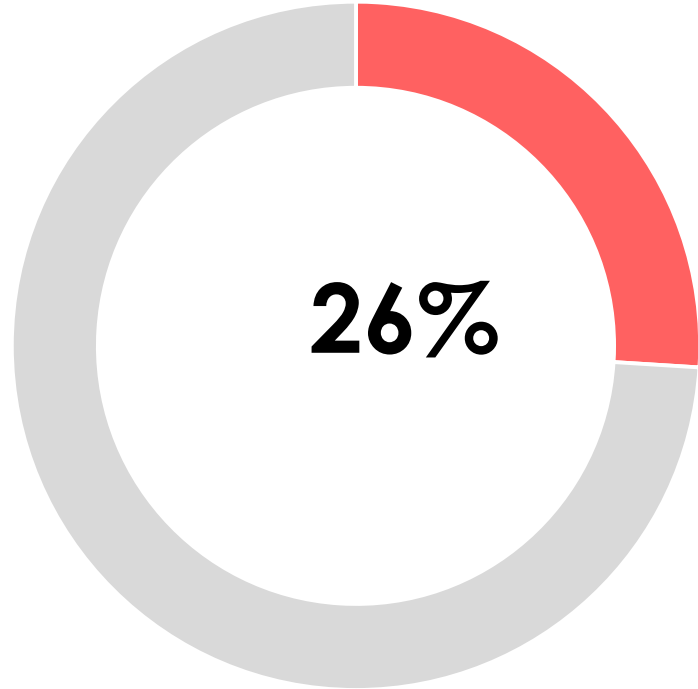
Total TH	25-34	35-49	50+
41	36	45	48



One third believes that brands that help community employment and disadvantaged persons will get long-term brand fans.



# Near-expired Food shopping is a new fashion



One fifth feels that those shop for 'near-expired' product is pragmatic



*Online shops selling near-expired food are growing rapidly. Taobao showed that around 2 million people buy such food on the platform every year.*

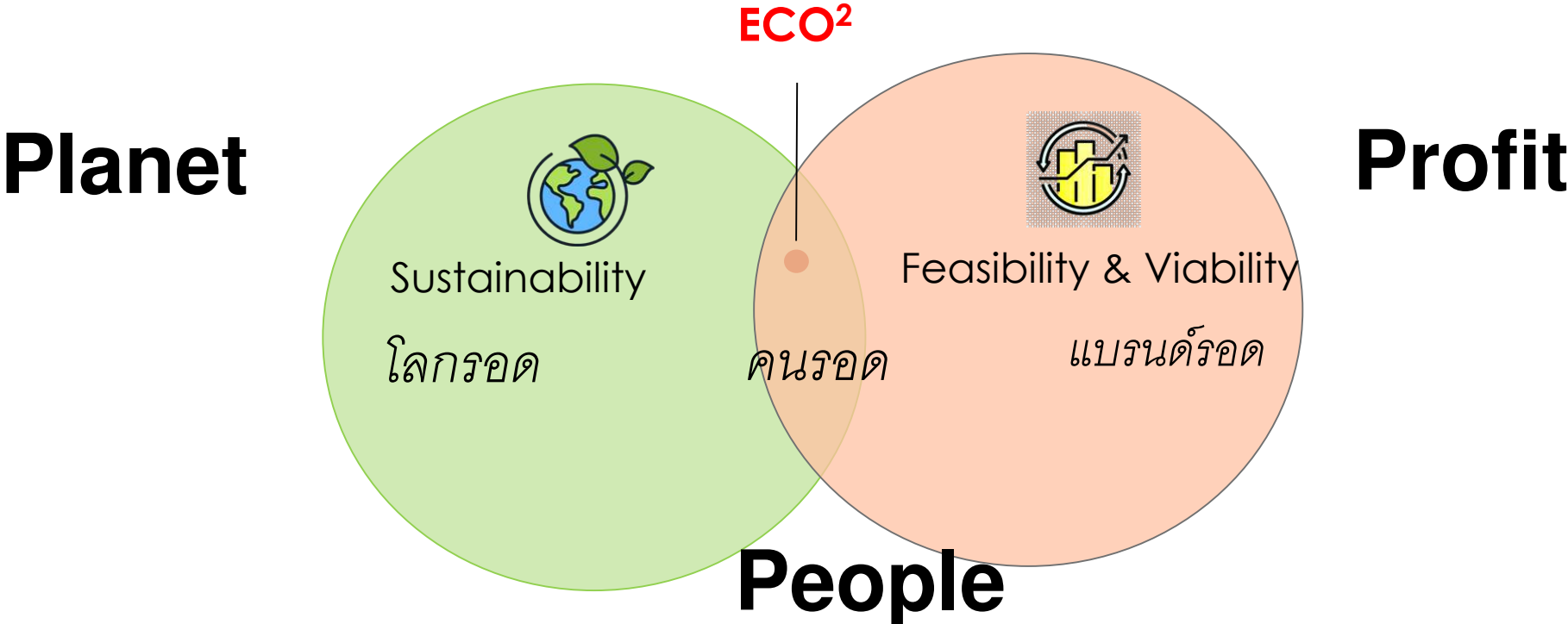
# 10 Global Sustainability Trends 2023

1. Increased Use of Renewable Energy Sources
2. More Recycling
3. Improved Transport and Infrastructure
4. Reduction of Food Waste
5. Reuse and Purchasing Second-hand Products
6. More Sustainable Materials
7. Increased Brand Responsibility & Transparency
8. Even Greater, Climate Positive Technology
9. More People Working from Home
10. More Demand for Plant-based, 'Alternative' Foods



# Consumers demand for sustainability and affordability

## ECO • ECONOMICAL







**Trends are like babies,  
they all show potentials**

# We live in the world of Paradox

**Exclusive**

**vs.**

**Inclusive**

**FOMO**

**vs.**

**JOMO**

**Sustainable**

**vs.**

**Affordable**

**Activism**

**vs.**

**Slacktivism**

# Brand must Rethink<sup>2</sup> with different Outcomes

**From**

**Image**



**Impact**

**To**

**Pain Point**



**Passion Point**

**Share of Wallet**



**Share of Life**

**Lost Connection**



**Locked-up Connection**

**Like**



**RIGHT**





# Psychology & Technology must become friends

M E T T A verse



Mindful,

with **Right Marketing** NOT Like Marketing



Everyone  
Matters

**E**mpowering people,  
not brand

เข้าใจ  $\neq$  ตามใจ

Understanding

Spoiling



**T**ransparent & Truthful



**No half truth!**

**T**rust

Third-party is out, Zero-party Data is in

**METT****A** verse

I Miss You...

*Even when we are apart, we have a link from heart to heart.*

**A**uthentic

yet relevant





# Empathy without Action is useless

# Action without Empathy is futureless!





## **INTAGE ACADEMY**

**Intelligence Inspiring Marketing Innovation**