Petal Ads

Inside China's New Middle Class

Consumer Mindsets Shaping Brand Growth





In recent years, China's consumer market has undergone unprecedented changes: a repatriation of overseas spending, the stratification of social media, a reshaping of consumer values, and the accelerated integration of digital lifestyles. Across sectors—luxury fashion, lifestyle, education, technology, and premium experiences—Chinese consumers are behaving in increasingly complex and multidimensional ways.

Consumers today form a living ecosystem. High-net-worth women in CBDs chase mental clarity; pragmatic achievers are rising in new first-tier cities; trendsetters in second- and third-tier cities are redefining taste; and young men are building lives around tech and efficiency. They spend on health, learning, and personal growth—and are willing to pay for beauty, experiences, and innovation. Decisions are ruled by both logic and emotion—a subtle, often misread tension that holds enormous growth potential.

VOGUE Business, together with Petel Ads—the full-scenario smart marketing platform in the HarmonyOS ecosystem—has released Inside China's New Middle Class: Consumer Mindsets Shaping Brand Growth. The report underscores a key reality: in a zero-sum market, audiences are no longer mere traffic—they are manageable, accumulative assets.

The timing is strategic. The rapid growth of the HarmonyOS ecosystem has cultivated a cohort of high-net-worth, discerning, tech-savvy, and lifestyle-oriented users. These individuals and households define the profile of China's new middle class, creating unprecedented opportunities for growth across industries.

According to data released at Huawei's 2025 Developer Conference (HDC), the HarmonyOS ecosystem now comprises over 1 billion devices and more than 8 million registered developers, covering the top 5,000 apps and accounting for 99.9% of users' active time. This vast, high-quality network spans the entirety of daily life, giving brands true full-scenario reach and deep data insight.

Within this ecosystem, users' behaviors and preferences are captured organically, with data and services seamlessly integrated. Brands gain precise understanding and can deliver timely, valuable experiences. More importantly, the system builds natural trust: users in the smooth, secure, and controllable HarmonyOS environment are more receptive to recommended brands and more willing to engage long-term.

Research shows that loyalty among China's high-end consumers increas-

ingly hinges on "the degree to which they feel understood." Brands that can deliver content and experiences aligned with consumers' life structure, rhythm, and cultural identity are the ones capable of establishing genuine trust in the new market cycle—and the HarmonyOS ecosystem makes this possible.

Ultimately, this report is not just about mapping six distinct segments of China's new middle class. It proposes a new lens for observation: future brand growth comes from a redefinition of the "human" element. Users are no longer static profiles—they are dynamic assets: their time, attention, trust, and emotions are the new "luxury resources."

In this sense, the convergence of technology and fashion is far more than a marketing slogan—it is an evolution in understanding. Technology enables fashion to truly understand people, while fashion gives technology warmth and relevance. This, we believe, is the underlying logic that will drive competition among China's high-end brands over the next decade.



Yiling Pan
Editorial Director of
VOGUE Business in China

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Prepared independently
by the VOGUE Business China team*



Yiling Pan

Editorial Director



Jasmine Gao

Senior Advisory Manager



Tomi Chiu

Digital Editor



Jodie Zhou

Contributing Editor

Since its founding in December 2019, VOGUE Business has been dedicated to building an authoritative business media platform for China's fashion industry, providing brands with commercial news, consumer insights, and market analysis.

In 2021, VOGUE Business launched its professional advisory services. By bringing together fashion editors, data analysts, and consulting experts, we combine rigorous business models with deep industry understanding to deliver a unique professional perspective. Our goal is to provide brands with targeted and impactful strategic solutions that support their commercial growth.

Chapter 01

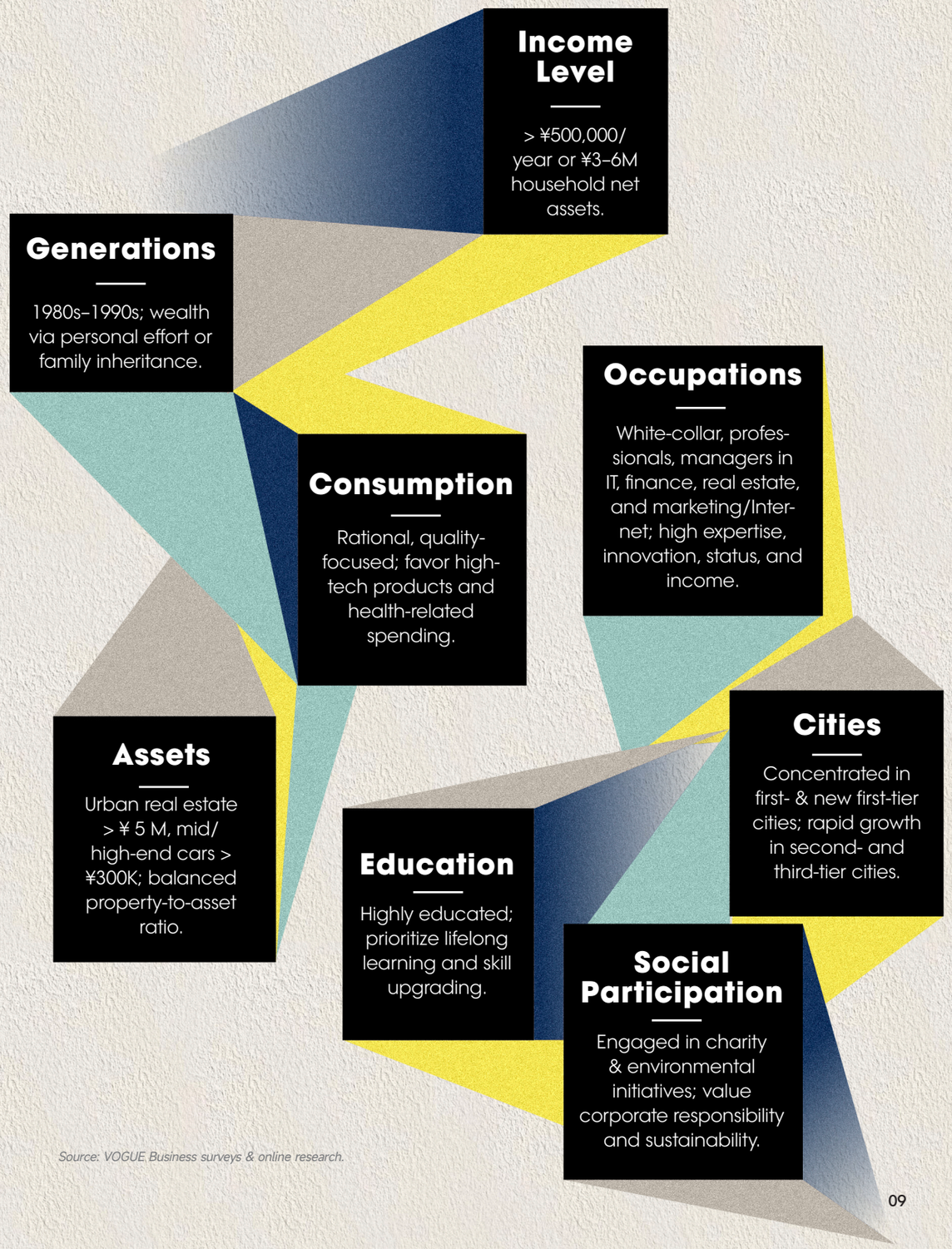
New Middle-Class Consumer Mindsets: Evolution and Trends

1 Mindsets: What Defines the New Middle Class Today

01 — The Size and Core Characteristics of China's New Middle Class

The steady rise of China's new middle class is quietly reshaping the economic landscape and consumption patterns, and this wave of change shows no sign of slowing. According to the 2024 Global Wealth Report jointly published by UBS and PwC, the proportion of middle-class households in China is expected to continue growing steadily over the next five years, reaching around 12% by 2030. This growth is primarily driven by industrial upgrading, higher education levels, and improvements in income distribution.

A Snapshot of China's New Middle Class Across Eight Key Dimensions



Source: VOGUE Business surveys & online research.

Behind the data lies the sweeping transformation of China's consumer market. This year, Petal Ads and VOGUE Business conducted a consumer survey, analyzing age structure, geographic distribution, income levels, values and consumption attitudes, preferences, and decision-making factors. The study provides an in-depth understanding of China's new middle-class consumers and ultimately maps a dynamically evolving consumer landscape.

Keywords such as rational decision-making, lifestyle, social and family bonds, interest-driven investment, and cultural participation have emerged as the new coordinates for describing this group. Recent market research highlights several key trends: the upper segment of the new middle class is emerging as the core engine of consumption growth over the next decade; alongside them, a globally minded younger generation of consumers is poised to reshape the market; meanwhile, the rapid expansion of the middle class in second- and third-tier inland cities is altering the consumption landscape across mainland China—and this influence is set to intensify in the digital economy era.

Focusing on the household dimension, contemporary Chinese new middle-class families display a distinctive consumption pattern: meticulous in everyday spending, yet unhesitant to invest in select areas. This "overall rationality, targeted indulgence" approach is reshaping household expenditure structures and market trends. While controlling non-essential expenses, these households are willing to pay for enhanced experiences and quality consumption, reflecting a pronounced shift in consumer values.

According to the latest VOGUE Business research, the three core factors Chinese consumers associate with luxury are: reflecting a high-end lifestyle (23%), heritage and brand history (20%), and premium shopping experiences (20%).

They place greater emphasis on long-term value rather than immediate gratification. New middle-class families are shifting from traditional luxury goods toward consumption that offers enhanced experiences and service value. Their focus is no longer on material symbols alone, but on long-term benefits and improvements to quality of life.

Furthermore, the 2025 Hurun China High-Net-Worth Individuals Quality of Life Report shows that over the next year, new middle-class families plan to spend most on travel (61%), children's education (59%), and health and wellness (54%)—clearly reflecting their consumption priorities.

Notably, children's education has ranked as the top household expenditure for two consecutive years, highlighting the new middle class's strong focus on nurturing the next generation. Meanwhile, spending on personal learning and healthcare has increased, indicating a long-term orientation in consumption behavior. These families view spending as a form of investment rather than mere expense, seeking products and services with lasting value and favoring experience-driven, quality consumption that aligns with their lifestyle and family needs.

02
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Core Values:Health, Family, and Self-Improvement

The latest VOGUE Business consumer survey shows that the top-tier values among China's new middle class are physical and mental health (35%), family happiness (33%), and personal learning and growth (32%). Each exceeds 30%, forming a stable value foundation and representing the core assets of personal development. Notably, health ranks slightly ahead, reflecting that in today's fast-paced society, the new middle class places greater emphasis on well-being than on traditional priorities like family or career.

Mid-tier values include self-actualization (29%), career and wealth (28%), and diverse experiences (24%), indicating that once basic needs are met, these consumers begin to pursue higher-level personal development and lifestyle quality.

While values such as social relationships, societal contribution, spiritual growth, and cultural heritage currently rank lower, their long-term strategic importance should not be overlooked. These "potential growth" values may exhibit significant future appreciation in influence and impact.

Health, Family, and Personal Growth are the Top Priorities, Followed by Career & Wealth and Diverse Experiences

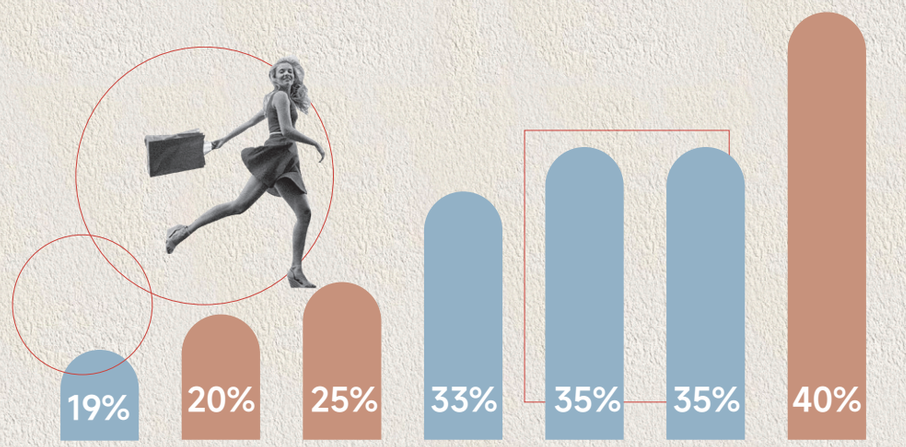
Q. Which of the following statements about life goals best describe your current focus?



Source: VOGUE Business & Petal Ads joint survey, n = 2,000.

Consumption Attitudes are Complex and Multi-faceted, Shaped by a Mix of Efficiency, Emotion, Expertise, and Responsibility

Q. Which statement best reflects your consumption mindset?



1. Build expertise or personal image through interest-driven purchases.
2. Boost work/life efficiency with functional products/services.
3. Seek immediate happiness and satisfaction.
4. Stay professionally and socially competitive via consumption.
5. Prioritize practicality over brand.
6. Support social responsibility, charity, and sustainability.
7. Express values through socially, environmentally, and culturally conscious purchases.

Source: VOGUE Business & Petal Ads joint survey, n = 2,000.

03 | Mindset: Practical yet Aspirational, Guided by Efficiency and Emotion

The evolution of consumption attitudes is deeply rooted in the dual drivers of accelerating social change and individual emotional needs. In this study, we mapped new middle-class consumers' purchasing tendencies along two dimensions—Rational vs. Emotional and Individual vs. Social. The data reveal a market characterized by diverse value drivers, where efficiency and emotion coexist as key motivators.

The highest proportion of respondents (40%) report purchasing brands and products aligned with their interests to deepen expertise or build their personal image. At the intersection of consumerism and self-growth, this "knowledge-driven consumption" is becoming a distinctive path for shaping professional identity. Choosing products closely tied to one's interest is not merely a material act—it is a tangible investment in professional cognition. For example: a programmer selecting a mechanical keyboard is not only enhancing typing efficiency but also enacting a ritual of geek culture; a photographer collecting Leica lenses is pursuing optical quality while affirming an identity rooted in image culture. This mode of consumption transforms products into knowledge carriers and social currency, making each purchase a visible statement of professional identity and facilitating the transition from hobbyist to expert in real-world scenarios.

Two other significant attitudes—purchasing products/services to improve work or life efficiency and buying products that bring immediate happiness—form a dual-peak distribution, each accounting for 35%, demonstrating a coexistence of instrumental rationality and emotional motivation.

The rise of efficiency-driven consumption is rooted in the concept of "time as currency." In a fast-paced society, time is treated as a non-renewable resource with monetary value, and new middle-class consumers increasingly use efficiency-enhancing products to compress and transform time costs.

Conversely, emotion-driven consumption reflects the urgent need for emotional value in the digital era. As work-life boundaries blur, consumers seek instant emotional compensation through purchases, forming a short-term feedback loop of stress → consumption → pleasure. This approach shifts the focus from a product's functional value to its symbolic meaning and emotional projec-





Source: VCG

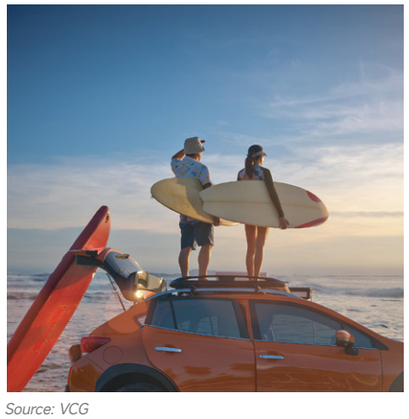
tion, such as the collectible value of designer toys or the social currency of trendy dining experiences, highlighting the deep pursuit of self-identity and emotional satisfaction.

These findings reveal that single-function consumption is declining, while efficiency, emotion, expertise, and responsibility are increasingly intertwined, forming a dynamic, multi-dimensional decision-making framework for today's new middle-class consumers.

2 Trends: How Consumer Fragmentation Is Reshaping Behavior

01 | From Owning to Experiencing: The Rise of Experiential Consumption

Amid evolving consumption mindsets, China's new middle class is shifting from "paying for things" to "paying for value and experiences." In an environment of slower overall spending growth, they increasingly invest in lifestyle experiences. Consumption is no longer just about owning products—it is about being served, understood, and emotionally moved, reflecting a lifestyle investment centered on experience.





Source: VCG

This shift is first evident in travel behaviors. Gone are the "7 days, 10 countries" whirlwind trips; new middle-class consumers now favor deep, immersive experiences. They trust professional teams at all-inclusive resorts, participate in themed learning, outdoor, and cultural activities, and even plan polar expeditions years in advance. For example, Club Med's 2024 results show a 7% year-on-year growth in resort business, with the Exclusive Collection and mountain resort offerings driving the strongest demand—reflecting the rise of "stress-free yet high-quality" all-in-one experiences. According to IAATO, approximately 9,300 Chinese travelers visited Antarctica in 2023–2024, with projections exceeding 11,000 for 2024–2025. In travel, quality now trumps quantity of destinations, becoming a key driver of consumption.

At the same time, the scope of experiences is extending beyond travel into wellness and self-care. Ctrip's 2024 data show an 80% year-on-year increase in searches for wellness trips, from yoga retreats in Bali and fasting camps in Hainan to collaborations between fragrance brands and resorts on "healing vacations." These journeys for body, mind, and emotional restoration have become an alternative consumption choice for the new middle class. Rising social media discussions around "healing retreats" and "silent retreats" further confirm that the experience economy is a core driver of new middle-class consumption.

Meanwhile, China's "Hundred Cities, Hundred Districts" three-year cultural and tourism action plan is gradually being implemented. In 2025, national cultural and tourism consumption subsidies exceeded 330 million RMB. The policy document



Several Measures to Expand Service Consumption also proposes easing access to mid-to-high-end leisure and resort markets and promoting integration of culture, tourism, commerce, sports, and wellness, creating further room for experiential economy growth.

Overall, experiential consumption is emerging as a new structural trend. It reflects the shift from material to emotional and spiritual value and is reshaping the relationship between brands and consumers—moving from transactional exchanges to co-created lifestyle experiences. Brands capable of delivering high-quality services and immersive lifestyle experiences are positioned to capture new growth opportunities.



02 | Deep Self-Indulgence: Unrestrained Expression of Personal Desires

As millennials increasingly become the core of China's new middle-class consumers, the scale and sophistication of self-indulgent consumption have risen dramatically in recent years. From sold-out concerts to toy IP pop-up events requiring full-family attendance—or even scalper services—young Chinese consumers are demonstrating a strong willingness to pay for emotional value and self-expression. This trend has not only transcended social circles, fueling new investment waves in the capital market, but has also crossed borders, driving global youth enthusiasm for "Made in China" creations.

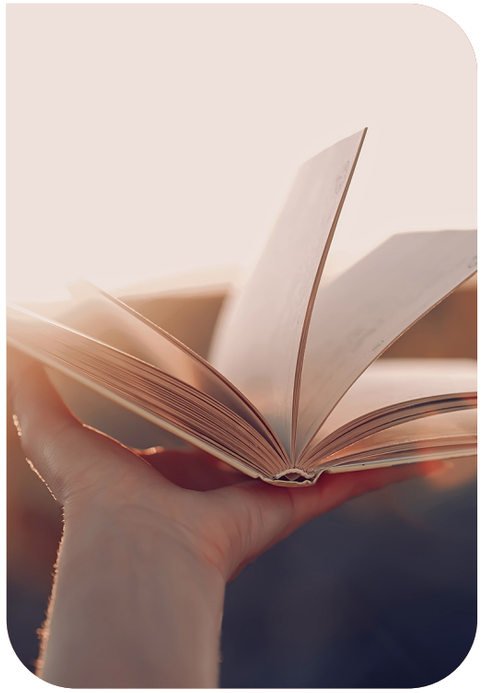


The "Kidult" trend has driven the maturation of the toy market. Toys have long transcended their literal meaning and are no longer merely tied to childhood—they have become a channel for adult self-expression. Pop Mart's 2024 total revenue grew approximately 17.7% year-on-year, with core IPs like Labubu and SKULLPANDA, highly favored by adult consumers, serving as key growth drivers. Jellycat's offline pop-up spaces have similarly sparked touring and return trends. The emotional certainty and social-sharing value created by collectibles, blind boxes, and limited editions make toy consumption a "mood regulator" for adults navigating fast-paced lives.

China's live performance market has also become a stage for self-expression. In 2024, concerts raked in over 26 billion RMB, drawing 29 million attendees, while surrounding spending surged nearly fivefold. Audiences are diversifying: over-35s now make up 21.6% of the market, showing that "self-indulgent" experiences are no longer just for the young. For the new middle class, the value lies in being in the moment—feeling, projecting, and connecting. Self-indulgence isn't mere emotional spending; it signals a mature, rebalanced consumer culture, where consumption shifts from external display to inner fulfillment.

03 | Cultural Identity: Embracing Local Roots and Storytelling

As the "New Chinese" aesthetic wave converges with the emotional resonance of cultural identity, Chinese consumers are increasingly anchoring their purchasing decisions in local roots and national pride. Preference for homegrown brands and "Chinese elements" is rising, redefining the contemporary meaning of "Made in China." This cultural identification is now materializing in real buying choices—whether through cutting-edge technology, fashion aesthetics, or the



Source: VCG

flourishing of domestic beauty brands, the trend of strengthening local storytelling stands out prominently.

On social platforms, this cultural consumption shift has already become a widespread phenomenon. Searches and content creation around lifestyle and cultural expression are surging. Users are actively sharing travel stories, style curation, and Chinese aesthetic content, naturally turning consumption into a vivid expression of identity, where every choice reinforces cultural confidence.

In this context, domestic brands are perfectly positioned. Take Huawei, for example: consumer perceptions automatically link the brand to local identity and technological pride. Such brands carry the collective emotion of "Made in China" while embodying deep cultural resonance.

Looking across this transformation, "cultural resonance" and "emotional connection" are the dual engines shaping a tightly linked consumption loop: love Chinese culture → embrace local innovation → choose domestic brands. Brands that combine technical excellence with compelling, modern storytelling rooted in Chinese culture can turn consumer purchases into a ritual of identity and emotional affirmation. This structural trend is laying a strategic pathway for domestic brands to expand toward vast, untapped horizons.



Source: VCG

04 | Investment-Driven Spending: Growth and Self-Value at the Core

Amid evolving consumption mindsets, an increasing number of China's new middle class view spending as an "investment"—not merely for immediate gratification, but as a long-term bet on future competitiveness. According to PwC consumer insights, over 60% of Chinese consumers are willing to allocate more budget to education, professional skills, and smart devices, seeing such spending as a key means of self-improvement and maintaining social competitiveness.

The trend is highly visible on social media. Notes and livestream interactions around skill enhancement, productivity tools, and personal investment are steadily rising. Many influencers frame enrolling in courses, purchasing electronics, or buying fitness products as "investments in one's future self," giving rise to a wave of investment-oriented and knowledge-based paid products. Users increasingly emphasize that spending should go toward what helps them progress. Overall, content related to career development, learning, and skill training is expanding, with "lifelong learning" and "self-value enhancement" becoming high-frequency keywords among younger audiences.



Source: Petal Ads



Source: VCG

Amid this shift in consumption philosophy, brands that combine "functional utility + growth value" are winning favor among China's new middle class. Smart devices—smartphones, PCs, wearables—stand out not just for performance and ecosystem advantages, but for their ability to boost learning, work efficiency, and health management. Laptops and tablets, in particular, are prized by students and professionals as essential tools for growth, transforming technology purchases into investments in one's future self.

As this trend deepens, Chinese consumers are increasingly blurring the line between spending and investing, prioritizing education, health, smart tools, and knowledge acquisition as core investment areas. This evolution is fueling the expansion of growth-driven consumption while creating strong market opportunities for brands that deliver long-term value.



Source: VCG

05 | Fitness Boom: From "Looking Healthy" to "Sustained Self-Management"

China's new middle class is shifting from "quick fixes" to long-term health management. Fitness and wellness spending is no longer limited to gym memberships or functional beverages; it has evolved into a sustainable lifestyle integrating in-person workouts, outdoor activities, and wearable devices.

Industry data from iResearch shows that China's fitness sector continued its recovery in 2024 while moving toward more refined operations. Meanwhile, China has become the world's largest wearable market: IDC reports 45.8 million units shipped in 2024, up 20.1% year-on-year, with smartwatches and fitness bands driving data-driven health into daily routines.

According to the 2024 China Fitness Industry Report, issued under the guidance of the General Administration of Sport of China and the China Bodybuilding Association, the market is increasingly prioritizing flexibility, personalization, and user experience. Brands and operators must adapt to these changes and embrace new technologies and business models.

On social media, health has become a lifestyle badge. Exercise is no longer just discipline—it's identity. Douyin sees surging interest in running, cycling, strength training, and functional nutrition; Bilibili reports fitness video views up 30%+ year-on-year; Weibo shows tech-forward sports gear dominating conversations. This online momentum mirrors offline trends, creating a full-cycle fitness ecosystem: from digital inspiration and community engagement to gear upgrades and real-world participation.



Source: Petal Ads

At the product level, brands like Huawei are lowering the barrier to personal health management through "devices + software + services." Huawei Health tracks heart rate, blood oxygen, sleep, and stress, while wearables provide training and recovery guidance, turning measurable, trackable health management into part of daily life. This data-driven self-optimization, combined with offline gyms and outdoor communities, is transforming exercise from a status-driven activity into a long-term, quantifiable lifestyle, embedding wellness as an integrated, trackable habit rather than a short-term goal.



Source: Petal Ads



Source: VCG

Chapter 02

A Panoramic View of Petal Ads Audience Insights

By 2025, China's consumer market is entering a new era of deep, precision-driven engagement. Rational decision-making, lifestyle choices, social and family bonds, interest-driven investments, and cultural participation—these keywords now define the panoramic profile of the new middle class. The logic of brand growth is shifting accordingly: from chasing scale and reach to building long-term, meaningful, and sustainable relationships. The key challenge for brands is how to activate both existing and latent value through meticulous management of user assets.

The HarmonyOS ecosystem, with its vast user base, is not only a core driver for Huawei's terminal business growth but also a gateway to unprecedented opportunities in China's consumer market. Its smart marketing capabilities allow brands to reach the right audience, gain deeper insights, deliver superior service, and maximize advertising efficiency.

Against this backdrop, Petal Ads and VOGUE Business launched the Terminal User Consumption Insight Project, systematically profiling users from basic attributes (gender, age cohort, city, purchasing power) to deep behavioral and cognitive traits (lifestyle, values, content preferences) and consumption attitudes across luxury, health, automotive, and travel sectors. This produced six comprehensive user-asset personas.

Methodologically, the study breaks new ground. Traditional consumer research relies heavily on demographics, which fail to capture dynamic demand and cross-scenario behavior. This research uses a "consumption motivation – scenario demand – category linkage" model, mapping drivers and cross-category potential, and breaking through single-dimension limitations. It reveals consumer needs across luxury, health, automotive, and travel, providing brands with a scientifically grounded blueprint for cross-industry operations.

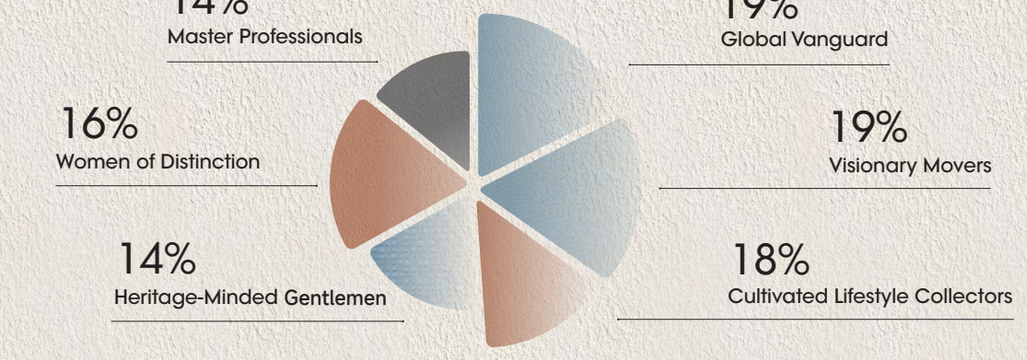
The project's insights go further: by analyzing category linkages, it identifies latent consumer needs across domains, enabling personalized, one-stop solutions. Brands can refine product positioning and marketing strategies, while consumers gain richer cross-category experiences and more opportunities to choose products that align with their long-term value and lifestyle aspirations.

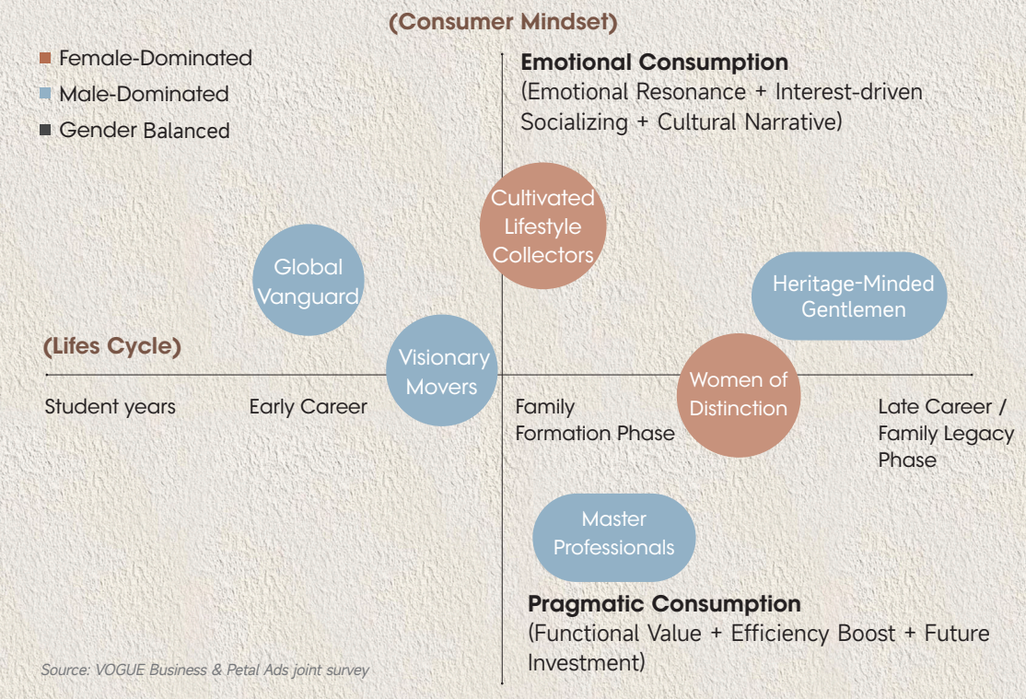
Methodology

In September 2025, VOGUE Business conducted a nationwide quantitative survey targeting new middle-class Huawei device users. The study collected 2,000 valid responses with a balanced gender distribution, covering ages 18 to 55 across first- to fourth-tier cities.

The Petal Ads Research Institute — the data science arm of Petal Ads — collaborated closely on this project, helping to identify and refine distinct user personas. Their expertise ensured that the segmented profiles are both industry-representative and highly precise, enhancing the actionable value of the insights.

Six Holistic Profiles of New Middle Class on Petal Ads





Source: VOGUE Business & Petal Ads joint survey

Global Vanguard

01



Profile

- Ambitious Urban Young Professionals
- Career growth phase
- Core focus on career advancement and self-actualization
- Enthusiastic about new experiences and expanding social circles
- Driven by efficiency, quality, and cutting-edge experiences

Demographic Profile

Age Range: Primarily 18–34 years old

Gender: Predominantly male

Location: First-tier and new first-tier cities

Education: Mostly bachelor's degree or above

Spending philosophy

Consumption mindset:

Uses interest-related brands to build professional skills and personal identity; prioritizes experiences and personal interests over a single consumption approach.

Spending power:

Mid-tier consumer segment, with monthly expenditures distributed between ¥10,000–30,000.

Content preferences:

Current affairs/political trends, tech gadgets (3C), automotive, and travel; a balanced mix of technology and entertainment.

Luxury Sector Insights

Definition of Luxury – Top 5 Drivers:
Limited edition or uniqueness - 23%
High-quality, durable products – 21%
Resonant brand storytelling – 21%
Reflection of a high-end lifestyle – 20%
Heritage and brand history – 20%

Luxury Consumption Attitude:
Higher recognition of impulse buying, but also values investment potential.

Luxury Spending Power:
Moderate spending capacity; in the entry/exploration stage, with frequent purchases across multiple categories.

Preferred Luxury Categories:
Ready-to-wear / Watches / Leather goods / Formal shoes / Casual sneakers / Luxury travel

Top 3 Considerations When Buying Luxury:
Brand/style popularity and logo recognition – 33%
Brand philosophy and attitude – 27%
Scarcity and limited edition – 21%

Huawei Device Usage:

Smartphone, PC, Tablet, Smart Home, New Energy Vehicle, Wearables
Limited Smartphone Ownership (89%), primarily Mate series
Tablet, headphones, and speakers ownership above average

Health & Wellness insights

Top 3 Health Interests:
Fitness & Exercise – 36%
Skin Health – 30%
Mental Health / Emotional Well-being – 28%

Preferred Sports:
Soccer, Basketball, Rock Climbing, Gym Workouts, Tennis

Top 3 Exercise Goals:
Stress Relief / Mood Improvement – 39%
Achieve Ideal Body Shape – 26%
Connect with Nature / Enjoy Fresh Air – 26%

Spending on Fitness & Health Management:
Entry-level investment (annual spending below ¥20,000), focused on maintenance rather than expansion

Travel & Accommodation Insights

Travel Patterns:
Primarily domestic travel and Southeast Asia; preferred outbound countries are Japan and Singapore.

Domestic travel favors coastal, river, and lake regions (e.g., Shanwei, Hong Kong, Jieyang, Zhuhai, Huzhou).

Travel Spending Preferences:
Luxury purchases for themselves – 51%
Luxury experiences (e.g., bespoke cultural/art activities, adventure, high-end resorts) – 49%

Automotive Insights

Preferred Vehicle Types:
New energy vehicles (pure electric & hybrid); favored body styles are sedans and SUVs

Purchase Budget Range:
¥150,000 – ¥250,000

Top 3 Purchase Considerations:
Brand image / brand value – 40%
Exterior and interior design – 33%
Driving range (for new energy vehicles) – 28%

Source: VOGUE Business & Petal Ads joint survey. Note: Most questionnaire items allowed multiple selections, so total percentages may exceed 100%.

I. Who They Are: Urban Trailblazers in the Midst of "Persona in Progress"

1."Blue-Chip" Self-Managers

Predominantly based in first-tier cities, they are on a fast track of career and skill growth. Their spending power is moderate, reflecting mid-level consumption capacity.

→ They treat themselves as their most important "asset," with consumption fundamentally serving as an investment in future potential, aimed at accelerating the achievement of their core KPI: self-actualization.

2."Native Citizens" of Circle Culture

These are young men aged 18–34, who grew up immersed in internet and circle-based communities. They naturally use consumption as a means to express identity and secure a sense of belonging within social circles.

→ Their tastes are shaped by countless niche circles—tech, collectible toys, car clubs—favoring an "insiders-only" kind of code that only those in the know truly appreciate.

3."Experience-first" pioneers

Their spending is largely motivated by a desire to access the newest and most cutting-edge experiences, which they weave into their personal narrative and identity.

→ Compared with asset accumulation, they value the richness of life more. Essential experiences serve as the raw material for cultivating an "interesting soul."

II. Why They Buy: Paying for "Persona Power-Ups" and Access

1.Paying for "Circle Access"

Limited edition or uniqueness (23%) ranks as the top criterion for defining luxury. Behind the seemingly contradictory combination of "limited items" and "moderate spending power" lies a core motivation: securing access to exclusive circles.

→ Luxury items act as social credentials—their value isn't in the product itself, but in the sense of belonging and influence they confer within the community.

2.Curating Visual Assets for Personal Identity"

Fashion pursuit (43%) tops the list of luxury consumption motivations, followed closely by a desire for high-quality products (42%) and showcasing taste (33%).

→ Purchasing decisions are heavily influenced by the visual impact of the item; trendiness plays a critical role in shaping choices.

3.Expressing Fashion Attitude Through "Momentary Impulse"

They do not shy away from impulse purchases, viewing them as an active way to assert self-will and capture present emotions.taste (33%).

→ During the high-pressure career advancement phase, this "instant gratification" acts as a compensatory mechanism for the intensity and fast pace of urban life.

III. What They Buy: Curated for Personal Image

1. Luxury Purchases Focused on Daily Professional Image

Preferred categories include ready-to-wear, watches, leather goods, and formal shoes—items that directly shape their day-to-day professional persona.

→ Their choices go beyond clothing and accessories; they signal professionalism, taste, and social positioning.

2. Prioritizing Personal Well-Being and Emotional Value

Top health concerns: fitness (36%), skin health (30%), and mental/emotional health (28%), with stress relief as the primary exercise goal.

→ In high-pressure urban careers, they care as much about inner emotional balance as external appearance, willing to spend for emotional value.

3. Tech-Driven Vehicles as a Second Identity

Preference: New energy (pure electric & hybrid), body types: sedan & SUV
Favored brands: HarmonyOS-powered smart vehicles (AITO, Zhijie, etc.), followed by BMW, Mercedes, and XPENG

→ Their choices go far beyond basic transportation. Cars function as their largest "tech toys," expressing technological taste and social positioning.

4. Experiential Travel: Collecting "Memorable Life Chapters"

They seek immersive local experiences and may purchase luxury goods during trips (51%).

→ Every journey is curated to collect unique stories and experiences, enriching personal narrative and providing high-value social conversation points

IV. How They Buy: Fast Decisions Driven by Interests

1. Decision-Making Fueled by Interests

They don't browse aimlessly; instead, they actively participate in highly vertical interest communities (e.g., tech forums, collectible toy groups).

→ Brand messages need to be embedded within these specific contexts—presented as "insights" or niche lingo—to be efficiently received.

2. "Gear-Driven" Consumption Logic

Their purchases follow a clear "gear-oriented" pattern—acquiring the right equipment for specific interest scenarios (e.g., fitness, esports).

→ They're not buying isolated products, but a cohesive set of tools that fit into a particular community and carry specific identity tags.

3. Paying for "Social Resonance"

Their purchase journey is short and highly responsive to peer or KOL influence, as well as brand-crafted emotional cues (e.g., surprise collaborations, limited-edition urgency).

→ The core of their buying decisions lies in emotional resonance and expanding social circles.

Visionary Movers

02



Profile

- Rising Elites in New First-Tier Cities
- High career ambition and social drive
- Oriented toward professional success and wealth accumulation
- Rational, pragmatic, and measured in pace
- Prefer quality experiences from tech-savvy and emerging brand

Demographic Profile

Age Range: Primarily 24–34 years old

Gender: Predominantly male

Location: Concentrated in new first-tier cities, with some presence in second- and third-tier cities

Education: Mostly bachelor's degree or above

Spending philosophy

Consumption mindset:

Driven by staying updated on industry trends and acquiring interest-related brands to enhance professional knowledge and personal image; Purchases combine functional utility with immediate emotional gratification.

Spending power:

Mid-tier consumer segment, with monthly expenditures distributed between ¥10,000–30,000.

Content preferences:

Technology & 3C, economic trends, fashion & styling, travel news, etc.

Luxury Sector Insights

Definition of Luxury – Top 5 Drivers:
Reflection of a high-end lifestyle - 23%
Integrates technological elements (e.g., smart wearables, digital luxury) – 23%
Resonant brand storytelling – 22%
High-quality, durable products – 20%
Limited edition or uniqueness – 20%

Luxury Consumption Attitude:
Luxury as lifestyle and tech-infused experiences, pursuing design and innovative engagement

Luxury Spending Power:
Mid-to-high spending power, high frequency & potential, experiencing rapid growth

Preferred Luxury Categories:
Jewelry / Watches / Luxury travel / Smart wearables & high-end electronics

Top 3 Considerations When Buying Luxury:
Brand/style popularity and logo recognition – 28%
Brand philosophy and attitude – 27%
Personalization and fit – 22%

Huawei Device Usage:

Smartphone, PC, Tablet, Smart Home, New Energy Vehicle, Wearables
Smartphone Ownership (77%), primarily Mate and Pura series
Cars, AR/VR devices, smart wearables and audio equipment ownership above average

Health & Wellness insights

Top 3 Health Interests:
Fitness & Exercise – 39%
Body Shaping – 30%
Mental Health / Emotional Well-being – 29%

Preferred Sports:
Basketball, hiking, gym/fitness, skiing, frisbee

Top 3 Exercise Goals:
Stress Relief / Mood Improvement – 35%
Achieve Ideal Body Shape – 30%
Exercise for fitness, anti-aging, or disease prevention– 30%

Spending on Fitness & Health Management:
Moderate to high spending (annual expenditure of 20,000+ RMB, extending toward the ultra-premium), more cautious, with a tendency to reduce or maintain current levels.

Travel & Accommodation Insights

Travel Patterns:
Primarily domestic travel, with a preference for border regions such as Qinghai and Tibet; low intention for outbound travel.

Travel Spending Preferences:
Luxury experiences (e.g., bespoke cultural/art activities, adventure, high-end resorts) – 52%
Luxury hotels – 51%

Automotive Insights

Preferred Vehicle Types:
Preferred powertrain is conventional fuel and hybrid, favored vehicle type is SUV.

Purchase Budget Range:
¥150,000 – ¥250,000, with a smaller portion extending to ¥500,000– ¥800,000.

Top 3 Purchase Considerations:
Brand image / brand value – 40%
Exterior and interior design – 32%
Safety – 29%

Source: VOGUE Business & Petal Ads joint survey. Note: Most questionnaire items allowed multiple selections, so total percentages may exceed 100%.

I. Who They Are: Young and ambitious, a hopeful generation of future-builders

1. Young Achievers

Predominantly post-90s, this group is spread across major and mid-sized cities nationwide, generally well-educated. Many are local middle-class offspring who have returned after studying, staying close to family to hone their skills, or serving as key young professionals in large organizations.

→ Representing the backbone of urban centers, they are "professional young adults" with careers at the core of their identity.

2. High-Potential Consumers

Their current income has yet to reach the top tier, but both spending power and willingness to spend already outpace their peers. More than 80% spend over 30,000 RMB annually on luxury, above the market average. Behind this higher expenditure lies a dual driver: on one hand, family financial foundations and inherited consumption habits; on the other, confidence in upward mobility and a forward-looking mindset toward future growth.

→ A typical "enjoy first, earn later" cohort of the emerging middle class, with confidence underwriting forward-looking consumption.

3. Self-Actualisation Seekers

Mostly in their early thirties, they prioritise personal interests, self-worth, capability building and social recognition as key life goals at this stage. For them, present-moment fulfilment and lived experience define the meaning of life.

→ The pursuit of immediate achievement and personal fulfilment is their primary life driver.

II. Why They Buy: From tech novelty to a self-defining "new luxury" mindset

1. First-Mover Experience Seekers

They are highly engaged with emerging technologies and trend-driven products (25%), while also tracking new fashion launches (23%). This cohort of young professionals no longer follows preset paths; instead, they use cutting-edge devices, wearables and first-drop releases to signal individuality. They are often the first in line for luxury-tech collaborations and limited launches.

→ For them, luxury is not about possession, but about being early. "Trying first" is a marker of identity and confidence.

2. Curating Visual Assets for Personal Identity"

Their definition of luxury is not driven by price alone, but by personal resonance. They pay for brands with stories, for fashion infused with technology, and for products they deem genuinely useful.

→ For them, the value of luxury lies beyond cost — it lies in whether it articulates who they are and how they choose to define themselves.

3. Luxury Must Plug into "New Life"

A luxury product only becomes relevant when it fits real-life use cases — wearable in daily outfits, adaptable to work and leisure, and seamlessly integrated into a digitally enabled lifestyle.Brands that lean too heavily into "heritage," "old money," or rigid tradition risk losing their attention. Static aesthetics and predictable narratives are quick to be displaced by categories that feel more dynamic and contemporary.

→ Their preference is clear: young, functional, and tech-inflected lifestyle brands that evolve with how they actually live.

III. What They Buy:
Refined Youth, Action-Driven Consumption

1. Electronics: Always on the Cutting Edge

Growing up in the smartphone and internet era, they've likely been updating their gadgets regularly since student days. Surveys show their interest in wearables and high-end digital products is well above average, with a consistent purchasing tendency.

2. Luxury at Your Fingertips: Part of Daily Life

Accessories like scarves, ties, watches, and jewelry—once not necessarily a young "first luxury" for the previous generation—have become must-haves for these young up-and-comers. They also show strong interest in fine dining and outbound travel.

→ In high-pressure urban careers, they care as much about inner emotional balance as external appearance, willing to spend for emotional value.

3. Active Fitness: Seizing Youth

This generation, while strong and healthy now, shows little interest in chronic disease management. Their primary focus is staying youthful through exercise and body shaping, with nutrition and supplements geared mostly toward weight management and fitness.

→ They define health in terms of physical shape and youthful vitality, not disease prevention.

4. Abandoning Traditional Sedans for SUVs

Their car preferences lean toward conventional fuel and hybrid models, mainly SUVs in the 300–500k RMB range, with a few opting for sports cars.

→ For them, a car represents a balance of youthful identity × practical functionality × stylish expression.

IV. How They Buy:
Confident and Rational Players

1. Breaks from Traditional Channels

When purchasing luxury goods, they favor discounted or alternative channels—like duty-free shops or personal shoppers—over official brand websites, e-commerce stores, mini-programs, or offline boutiques.

→ Highly price-sensitive and well-informed, they act as rational hunters, not passive consumers.

2. Trusts Self, Values the Process

In travel decisions, they show little interest in "second-hand" recommendations. Suggestions from travel agencies, professional tourism websites, OTAs, or family and friends are less influential than average. Instead, they rely on UGC on social media, treating it as self-curated guidance to verify and explore firsthand.

→ Their consumption reflects a strong sense of autonomous control, preferring to build their own experiential path through exploration and verification.

Cultivated Lifestyle Collectors

03



Profile

- Fashion-Savvy Young & Mid-Career Women
- Balances self and family
- Values stylish dressing and personal expression
- Seeks both practical quality and emotional fulfillment

Demographic Profile

Age Range: Primarily 24–44 years old

Gender: Predominantly female

Location: Concentrated in second- and third-tier cities

Education: Mixed, with both bachelor's and assocate degree represented

Spending philosophy

Consumption mindset:

Seeks immediate gratification while engaging with interest-driven brands; values both social responsibility and personal fulfillment.

Spending power:

Mid-tier consumer segment, with monthly expenditures distributed between ¥10,000–20,000.

Content preferences:

Fashion & styling, travel news, environmental and social causes; a mix of personal style and societal engagement.

Luxury Sector Insights

Definition of Luxury – Top 5 Drivers:
Premium shopping experience – 23%
Exceptional craftsmanship – 22%
High-quality, durable products – 22%
Reflection of a high-end lifestyle– 22%
Conveys or expresses specific cultural values (e.g., Eastern aesthetics, individual freedom) – 21%

Luxury Consumption Attitude:
Prioritize design quality above all, investment potential, focusing on style and collectibility.

Luxury Spending Power:
Mid-level spending power, frequent purchases, in the process of upgrading to accessible luxury, high potential.

Preferred Luxury Categories:
Fine dining / casual footwear / beauty & fragrance

Top 3 Considerations When Buying Luxury:
Brand or style popularity and logo recognition – 29%
Brand philosophy and values – 25%
Scarcity and limited edition – 23%

Huawei Device Usage:

Smartphone, PC, Tablet, Smart Home, New Energy Vehicle, Wearables
Huawei smartphone ownership – 80%, primarily Pura and Honor series.
Ownership of laptops, headphones, speakers, and smart accessories above average, with broad engagement in tech and smart products.

Health & Wellness insights

Top 3 Health Interests:
Fitness & exercise – 36%
Skin health – 32%
Body shaping / physique management – 29%

Preferred Sports:
Hiking, outdoor adventures, fitness, camping, skiing

Top 3 Exercise Goals:
Relieve stress and shift mood – 42%
Exercise for health and disease prevention – 30%
Shape the ideal body – 30%

Spending on Fitness & Health Management:
Moderate spending (annual consumption under ¥30,000), with a tendency to maintain or reduce.

Travel & Accommodation Insights

Travel Patterns:
Primarily domestic and intra-Asia travel.

Travel Spending Preferences:
Luxury experiences (e.g., bespoke cultural/art activities, adventure, high-end resorts) – 52%
Luxury purchases for themselves – 46%

Automotive Insights

Preferred Vehicle Types:
Preference for new energy hybrid and traditional fuel vehicles, mostly SUVs.

Purchase Budget Range:
Primarily in the 250,000–300,000 RMB range.

Top 3 Purchase Considerations:
Brand image / brand value – 37%
Exterior and interior design – 30%
Space performance (trunk capacity, rear seat space, etc.) – 29%

Source: VOGUE Business & Petal Ads joint survey. Note: Most questionnaire items allowed multiple selections, so total percentages may exceed 100%.

I. Who They Are: The "Pragmatist" Chic Women of Small Towns

1. Redefiners of "Small-City Life" Value

Rooted in lower-tier cities with moderate purchasing power, they enjoy ample leisure time and stable local social networks, seeking premium shopping experiences and elevated lifestyles.

→ Representing the "pragmatic and stable" segment of young urban women, they localize and reinterpret first-tier city fashion trends, shaping a distinctive "small-city premium femme" ecosystem.

2. Masters of Balancing Family and Self

They skillfully navigate between "family happiness" and "self-fulfillment," placing family well-being as their top life priority, followed by physical and mental health, and career achievement.

→ For them, luxury consumption is not only about personal gratification but also serves as a key tool to reinforce their social standing within the local community.

3. Spiritual Aspirations Wrapped in Pragmatism

Although their educational background is relatively modest, with a higher proportion holding associate degrees, they continuously cultivate their identity and personal growth through consumption.

→ What they pursue is not empty symbolism, but tangible, enduring value—such as design quality and collectible potential—making them savvy "value investors."

II. Why They Buy: spending on "quality and taste" as well as the "rituals of life."

1. The Core Drivers are "Showcasing Taste" and "Expressing Attitude"

They seek to have their personal taste "seen." Through consumption, they aim to quickly and visibly showcase their fashion sense and financial standing, earning respect and social recognition.

2. They Seek the Sense of Security that Comes With High-Quality Products.

Amid the pressures of balancing career and family, consumption acts as a personal "certificate of achievement." Motivated by quality (42%) and self-reward (36%), they are drawn to brands and products that offer reliability, excellence, and craftsmanship.

3. Their Definition of Luxury Leans Toward Premium Experiences and Exceptional Craftsmanship.

Top considerations include "high-end shopping experiences," "exquisite craftsmanship," and "durable, high-quality products." Through spending on experiential luxury such as fine dining and beauty products, alongside durable, value-retaining luxury items, they transition from functional household decision-makers to "lifestyle connoisseurs" with aesthetic authority and refined consumption taste.

III. What They Buy:

1. Luxury Consumption Centers on Experience and Aesthetics

Their luxury preferences focus on fine dining, casual footwear, and beauty products.

→ They seek high-end, comfortable experiences and a sense of lifestyle ritual, showcasing fashion taste and confidence in quality within their local social circles.

2. Image Investment: Emphasis on Curated Personal Identity

Health concerns focus on skin care (32%) and body management (29%), with nutritional interests in gut health, beauty, and weight management. Health and fitness spending is moderate, tending to maintain or decrease.

→ Health-related consumption is primarily functional; they are willing to pay for visible, tangible results.

3. Car Ownership as a Significant Upgrade to Family Lifestyle

They prefer 250,000–300,000 RMB new energy or hybrid models, favoring SUVs for family use. Key considerations are brand image/value (37%), exterior/interior design (30%), and space performance (29%).

→ Cars are valued not just as transportation, but as an extension of family identity and a "mobile living room" for the household.

4. Experience as Investment: Buying "Shareable Memories"

They prefer luxury travel experiences, mainly within China and Asia, and often purchase luxury goods for themselves during trips.

→ Consumption is not just about enjoyment—it's about creating "highlight moments" that continuously generate social value.

IV. How They Buy: Navigating precisely in the "digital jungle"

1. High-Density Information Search to Avoid Decision Risks

As pragmatic consumers, they rely heavily on social media (81%) and travel websites (55%) to cross-check information.

→ Their extended decision-making process helps them make the safest choices, balancing quality and brand value within a limited budget.

2. High Engagement with Tech Products, Low Brand Loyalty

They own a wide range of smart devices—phones, laptops, headphones, speakers, and smart accessories—at rates above average.

→ Their preference for cutting-edge lifestyles reflects a strong willingness to experiment and a high capacity for learning.

3. Consumption Rhythm Driven by "Community Recommendation + Event Bursts"

Their purchasing behavior is heavily influenced by communities and social recommendations. Normally rational and restrained, they can be triggered into higher spending when encountering "limited-time or limited-edition" signals, activating an emotional compensation mechanism.above average.

→ Effective marketing combines consistent quality messaging with time- or quantity-limited stimuli to unlock their purchasing potential.

Master Professionals

04



Profile

- Steady and ambitious backbone of second- and third-tier cities
- Balancing family and personal growth, with a focus on health and life experiences
- Attuned to policy and current affairs
- Striving for a high-quality lifestyle and gradual, sustainable improvement

Demographic Profile

Age Range: Primarily 30–55 years old

Gender: Predominantly male

Location: Concentrated in second- and third-tier cities

Education: Mostly bachelor's degree holders, with a smaller proportion holding associate degrees

Spending philosophy

Consumption mindset:
Enhancing work and life efficiency + deepening expertise and personal branding through interest-related consumption, with a focus on utility and practicality.

Spending power:
Upper-middle consumer segment, with a monthly spending range primarily between 20,000–30,000 RMB.

Content preferences:
Tech 3C, economic trends, fashion styling, travel insights, and fishing; focused on fashion aesthetics and personal style.

Luxury Sector Insights

Definition of Luxury – Top 5 Drivers:
Socially responsible (e.g., multicultural inclusion, women empowerment) – 25%
Reflection of a high-end lifestyle – 22%
Highly recognizable or status-signifying design language – 22%
Conveys or expresses specific cultural values (e.g., Eastern aesthetics, individual freedom) – 21%
Limited edition or uniqueness – 21%

Luxury Consumption Attitude:
Luxury as lifestyle + status symbol + tech crossover, balancing enjoyment, social standing, and technological experience

Luxury Spending Power:
Upper-middle consumption level, in a stable spending phase,
high purchase frequency, with a focus on family-oriented spending

Preferred Luxury Categories:
Jewelry / Watches / Luxury Travel / Casual Footwear

Top 3 Considerations When Buying Luxury:
Brand philosophy and values – 29%
Brand or style popularity and logo recognition – 25%
Personalization and suitability – 24%

Travel & Accommodation Insights

Travel Patterns:
Primarily domestic travel, with limited outbound intention; Southeast Asia shows slight preference.
Preferred outbound countries: Thailand, Singapore, Vietnam.
Domestic travel favors mountainous regions (Ningde, Sanming, Yanbian, Nanping, Baishan, Longyan, Xinzhou).

Travel Spending Preferences:
Luxury experiences (e.g., bespoke cultural/art activities, adventure, high-end resorts) – 52%
Luxury purchases for themselves – 47%

Huawei Device Usage:

Smartphone, PC, Tablet, Smart Home, New Energy Vehicle, Wearables
Huawei smartphone ownership stands at 77%, primarily Mate and Pura series;
additionally, tablet, earphone, and speaker ownership is slightly above average.

Health & Wellness insights

Top 3 Health Interests:
Exercise & fitness – 34%
Mental health / emotional well-being – 32%
Skin health – 31%

Preferred Sports:
Running, marathon, swimming, skiing

Top 3 Exercise Goals:
Relieve stress and shift mood – 43%
Shape the ideal body – 35%
Connect with nature and enjoy fresh air – 33%

Spending on Fitness & Health Management:
Spending power is diverse, with annual consumption ranging between 10,000 and 40,000 RMB.

Automotive Insights

Preferred Vehicle Types:
Prefers new energy hybrid vehicles, with a concentration on SUVs.

Purchase Budget Range:
Primarily in the 350,000–500,000 RMB range, extending upward to over 500,000 RMB.

Top 3 Purchase Considerations:
Safety – 32%
Comfort – 32%
Brand image / brand value – 26%

Source: VOGUE Business & Petal Ads joint survey. Note: Most questionnaire items allowed multiple selections, so total percentages may exceed 100%.

I. Who They Are: a Stable, Driven Core Segment Striving for Balance

1. A Steady Force in Lower-Tier Cities

A middle-aged group (30–55) primarily from second- and third-tier cities, with a balanced gender ratio and average educational attainment. They are locally rooted, pragmatic, and ambitious, working mainly in IT, internet, engineering, or manufacturing sectors.

→ They are the "steady backbone" of their cities, valuing safety and reliability.

2. Balancing Family and Personal Growth

Around 80% are married or in stable relationships. Their top priority is "family happiness and harmony with loved ones" (38%), while they also value "maintaining physical and mental well-being, living a stable life" (37%) and "continuous learning and self-improvement" (36%).

→ Their life focus shifts from individual ambition to "growing together with family while developing oneself".

3. The "Pragmatic Professional"

Predominantly employed in industries requiring stable career growth and specialized technical expertise, driven by experience and skill.

→ The "backbone of the Industry": practical, steady, and low-key.

4. The Steady-Spending Middle-Class

82% of them have a monthly expenditure of ¥20,000–30,000, emphasizing rational, high-quality consumption.

→ Consumption is viewed as a "necessary component of a stable life," with relatively little emotional spending.

II. Why They Buy: Rational Decisions Balancing Value and Efficiency

1. Rational Connoisseurs Seeking Practical Excellence

They value "visible and usable luxury"—items that are both respectable and functional.For them, luxury is a personal ritual of affirming one's value in a stable life—satisfying their pursuit of quality and design while also signaling status and social recognition.

They tend to favor brands that combine technological sophistication with cultural depth, much like their preference for Huawei products, which offer powerful performance, elegant design, and comprehensive service.

→ Their standard for judging whether a brand is "worth it" is shaped by the integration of technology, quality, and values.

2. Luxury Defined by Responsibility, Culture, and Rarity

Their understanding of luxury has shifted from mere outward display to meaningful depth — a brand worthy of trust must embody social responsibility, cultural expression, and symbolize a refined lifestyle.

→ They prefer brands with meaningful values and cultural depth.

3. Function-Driven Rational Consumption

This group approaches spending with a strong focus on functionality. Rather than being motivated by emotions, they view consumption as an investment in efficiency and personal professionalism, using purchases to optimize time, appearance, and overall effectiveness.

→ They treat consumption as a process of boosting efficiency and professionalizing themselves.

III. What They Buy: Refined Order Within Restraint

1. Restrained Luxury as a Reward for Oneself

Their luxury purchases are relatively infrequent and often include gifts for family members. Rather than buying continuously, they prefer to make purchases during key occasions such as major holidays, life milestones, or duty-free travel.

→ For them, luxury is more of a "rewarded indulgence" than a routine material expression.

2. Office Aesthetics: Balancing Style and Practicality

They favor work-appropriate items such as formal footwear, leather goods, watches and jewelry, while also valuing experiences that signal social status, like fine dining and luxury travel. Compared with trend-driven younger consumers, they trust brands that are "classic, stable, and enduring." Their high-value luxury purchases often lean toward more durable assets, such as precious metals and gemstone jewelry.

→ They express themselves through "wearable quality," making elegance sustainable.

3. Health as Investment: a Rational, Well-Ordered Approach to Well-Being

They see health not as a reaction to anxiety about aging, but as a sense of order in life. Their focus tends to be on measurable areas such as fitness, mental well-being, and skincare, with an emphasis on daily maintenance and long-term balance. They prefer brands with clear functionality and scientific validation, while also valuing elements of traditional wellness practices.

→ For them, health is a form of "manageable self-renewal," where science and ritual coexist, and discipline goes hand in hand with moderation.

4. Mobility Spending: a Sense of Stability Enabled by Technology

They prioritize functionality and safety when it comes to cars. Around half already own a vehicle, with a preference for new energy and hybrid models, and budgets typically ranging from 350,000 to 500,000 RMB. Their top purchase considerations are safety and comfort.

→ For them, a car is both an expression of family responsibility and a symbol of a well-ordered, dependable life.

IV. How They Buy: Comparison-Driven Decision-Makers Who Control the Pace

1. Luxury Purchasing Skews Online Rather Than Offline

Compared with the market average, this group shows a higher propensity to buy through brand-owned e-commerce stores and duty-free channels, while in-store purchases lag behind. This pattern reflects a "lower ticket size, higher purchase frequency" behaviour. As e-commerce platforms typically do not carry ultra-high-priced SKUs, consumers are more inclined to compare options carefully before completing a rational, value-driven purchase.

2. Travel Decisions Prioritise Trusted Platforms and Personal Referrals

When it comes to travel planning, this group places greater trust in established travel websites and OTAs, as well as recommendations from family and friends. Rather than pursuing highly individualised or exploratory trips, they favour decision-making paths that are verifiable, lower-risk and easier to evaluate.

Chapter 2

Women of Distinction

05



Profile

- CBD elites in Tier-1 cities
- Enjoy elevated social status and accumulated wealth
- Pursue a high-quality lifestyle
- Seek exceptional luxury experiences

Demographic Profile

Age Range: Primarily 35–55 years old

Gender: Predominantly female

Location: Concentrated in first- and new tier-1 cities

Education: Mixed, with both master's and bachelor's degree represented

Spending philosophy

Consumption mindset:

Placing strong emphasis on both work-life efficiency and self-expression, with a clear orientation toward values-driven choices.

Spending power:

High-spending segment, with an average monthly expenditure of around ¥50,000, and the highest proportion of consumers spending above ¥50,000 among all groups.

Content preferences:

Healthcare and wellness, tea culture and tea art, current affairs and politics, environmental and social causes, reading.

Luxury Sector Insights

Definition of Luxury – Top 5 Drivers:
Distinctive or status-signalling design language — 22%
Reflection of a high-end lifestyle — 22%
Resonates through compelling brand storytelling — 20%
Heritage and long-standing brand history — 20%
Premium pricing — 20%

Luxury Consumption Attitude:
Status and artistic value, enjoying the social prestige and artistic appeal that luxury goods confer.

Luxury Spending Power:
High spending power — in a phase of enjoying luxury as part of their lifestyle, characterised by low-frequency, high-ticket purchases.

Preferred Luxury Categories:
Jewelry, luxury travel, high-end sports, fragrance & cosmetics, skincare.

Top 3 Considerations When Buying Luxury:
Brand philosophy and attitude — 28%
Market popularity of the brand/style — 28%
Scarcity and limited editions — 24%

Huawei Device Usage:

Smartphone, PC, Tablet, Smart Home, New Energy Vehicle, Wearables
Huawei smartphones have a high ownership rate of 73%, primarily the Mate and Pura series, followed by tablets. Ownership of smart home devices and accessories also exceeds the average among users.

Health & Wellness insights

Top 3 Health Interests:
High-end medical health / check-ups — 51%
Mental health / emotional issues — 31%
Sports and fitness — 30%

Preferred Sports:
Tennis, yoga, hiking, golf, marathon, fitness, swimming

Top 3 Exercise Goals:
Relieve stress and change mood — 34%
Connect with nature and enjoy fresh air — 33%
Challenge oneself and push limits — 29%

Spending on Fitness & Health Management:
High investment, with annual spending of ¥30,000+, extending towards ultra-high-end; tends to increase or maintain.

Travel & Accommodation Insights

Travel Patterns:
Both domestic and international trips, travelling multiple times each year.
International destinations are primarily in Europe and Asia, including Japan, Singapore, the Maldives, and Austria
Domestic travel favours Southeast coastal regions such as Hong Kong, Zhuhai, Macau, Zhoushan, and Huzhou

Travel Spending Preferences:
Luxury experiences (e.g., bespoke cultural/art activities, adventure, high-end resorts) – 53%
Luxury purchases for themselves – 47%

Automotive Insights

Preferred Vehicle Types:
Prefers new energy, hybrid, and pure electric vehicles, with a preference for SUVs and sedans and an intention toward sports cars.

Purchase Budget Range:
Most are in the ¥250,000–350,000 range.

Top 3 Purchase Considerations:
Exterior and interior — 42%
Brand image / brand value — 28%
Safety — 26%

Source: VOGUE Business & Petal Ads joint survey. Note: Most questionnaire items allowed multiple selections, so total percentages may exceed 100%.

I. Who They Are: High-Net-Worth Women with Stable Development and Spiritual Awakening

1. Stable Social Status and Substantial Economic Accumulation

Mostly living in Tier-1 city CBDs, with strong professional positions and financial freedom, forming a high-spending group.

→ Represents the "rational enjoyment" upper-middle-class segment, not motivated by showing off, but centred on quality and self-fulfillment.

2. New Elites with Mind-Body Balance

They no longer pursue rapid growth, but focus more on mental order and life balance. "Maintaining physical and mental health," "family happiness," and "continuous learning" have become the three main pillars of their life values.

→ For them, luxury is the external expression of **"order," "stability," and "inner abundance."**

3. High Cultural and Cognitive Level

Well-educated, with a balanced proportion of undergraduates and postgraduates; interests lean toward humanities, current affairs, wellness, reading, and the arts.

→ Their decision-making logic tends to be rational, and they value the cultural narrative and value resonance behind brands.

II. Why They Buy: Shift from "Conspicuous Consumption" to "Cultivated Consumption."

1. The Core Motivation is "Self-Reward and Spiritual Extension."

Reward oneself — 38%
Showcase taste — 35%
Boost confidence — 26%

→ Purchase decisions are shifting from "social recognition" to "self-recognition," reflecting a mature self and a rationally pleasurable consumption motive.

2. Equal Emphasis on Brand Resonance and Scarcity

They value both brand philosophy and attitude (28%) and are also attracted by **scarcity** (24%).

→ Prefer brand language that combines cultural depth and limited-edition symbolism, making them more likely to develop loyalty toward a brand's storytelling and cultural temperament.

3. The Definition of Luxury Tends Toward Aesthetic and Cultural Dimensions

"Highly distinctive design language," "high-end lifestyle," and "brand storytelling" rank as the top three defining elements.

→ Luxury is no longer just a label, but a delicate expression of lifestyle.

III. What They Buy: Consumption Extends Inward, Spanning Health, Art, and Spiritual Dimensions

1. High-ticket, Low-frequency Purchases

Consumers seek scarcity and high artistic value; luxury categories are concentrated in fine jewelry, luxury travel, and premium sports, corresponding to the "elegance + cultivation + health" triple demand.

2. Health Investment Upgrades to a "Second Luxury"

Annual spending on health and fitness management exceeds ¥30,000. Attention to health issues focuses on high-end medical check-ups (51%) and mental health (31%).
Nutritional needs concentrate on categories such as kidney and body strengthening, sleep improvement, and liver care, emphasising both body and mind.

→ Wellness has shifted from a functional need to a lifestyle and status symbol, and they are willing to pay for aesthetic health.

3. Car Consumption Becomes an Extension of Status and Aesthetics

Most own new energy or pure electric vehicles priced ¥250,000–350,000, with interest in vehicles above ¥500,000 significantly higher than other groups. Emphasis is placed on exterior and interior design.

→ Cars are seen as a spatial carrier of personal style and value orientation, representing their aesthetic control in material choices.

4. Travel Preferences Lean Toward "Cultural Luxury Travel" and Immersive Experiences

Luxury experiences (53%) run parallel with luxury goods consumption (47%), with a preference for private customization and cultural/art activities.during trips.

→ They use travel for "spiritual replenishment," emphasising cultural depth and situational status.

IV. How They Buy: Consumption Path from "Symbolic Recognition" to "Content Resonance"

1. Social Media Becomes the Primary Decision-Making Entry Point

They use social media to filter information, preferring content that is tasteful and value-driven.

→ Luxury brands should build trust and appeal through culturally empathetic content and practical health insights.

2. High Penetration of Smart Devices, with Strong Tech Aesthetics

High ownership of smartphones and tablets, and smart home usage above the average. above average.

→ Prefer high-end experiences combining technology and quality, such as smart health management and personalized service systems.

3. "Rational Control + Emotional Compensation" Purchasing Logic

Generally exercise rational control over spending, but release high expenditures at key moments (holidays, self-reward).

→ Suitable to stimulate purchasing power through emotional triggers and precise scenario-based marketing.

Heritage-Minded Gentlemen

06



Profile

- Highly educated, wealthy families
- Value taste and a stable lifestyle
- Centered on family and health
- Pursue mind-body balance and a composed quality of life

Demographic Profile

Age Range: Primarily 35–55 years old

Gender: Gender balanced

Location: Concentrated in first- and new first-tier cities

Education: Highest proportion with a master's degree or above, indicating a relatively high educational level.

Spending philosophy

Consumption mindset:
Brands related to their interests deepen professional knowledge and personal branding; no strong single-minded attitude, with emphasis on interests and experiences.

Spending power:
High-spending group, with an average monthly expenditure of around ¥50,000.

Content preferences:
Current affairs and political hot topics, tech 3C, automobiles, and travel information; technology and entertainment run in parallel.

Luxury Sector Insights

Definition of Luxury – Top 5 Drivers:
Long-standing brand history — 24%
High-end shopping experience — 22%
Carries or expresses specific cultural values (e.g., Eastern aesthetics, individual freedom) — 22%
Limited or unique editions — 20%
Reflection of a high-end lifestyle — 20%

Luxury Consumption Attitude:
Status symbol + artistic value, opposed to excessive consumption.

Luxury Spending Power:
High spending power, in a phase of enjoying and passing on luxury, characterised by low-frequency, high-ticket purchases.

Preferred Luxury Categories:
Ready to wear, wathces

Top 3 Considerations When Buying Luxury:
Brand philosophy and attitude — 27%
Personalization and fit — 24%
Scarcity and limited editions — 23%
Market popularity of the brand/style and logo recognition — 23%

Huawei Device Usage:

Smartphone, PC, Tablet, Smart Home, New Energy Vehicle, Wearables
Huawei smartphone ownership is 82%, mainly the Mate series.
In addition, ownership of tablets, headphones, and speakers is slightly higher than average.

Health & Wellness insights

Top 3 Health Interests:
High-end medical health / check-ups — 37%
Fitness and exercise — 29%
Body management — 28%

Preferred Sports:
Running, marathon, fitness, swimming, tennis, golf

Top 3 Exercise Goals:
Relieve stress and change mood — 36%
Shape the ideal body — 33%
Challenge oneself and push limits — 31%

Spending on Fitness & Health Management:
Medium level, with an annual expenditure of around ¥20,000, tending to increase.

Travel & Accommodation Insights

Travel Patterns:
Loves to travel, with both domestic and international trips.
International travel is mainly to Asia and Europe (Japan, Thailand, Spain, Austria, Switzerland).
Domestic travel prefers Southeast coastal areas and the Suzhou region of Zhejiang and Jiangsu (Hong Kong, Macau, Zhuhai, Zhoushan, Huzhou).

Travel Spending Preferences:
Luxury experiences (e.g., bespoke cultural/art activities, adventure, high-end resorts) – 52%
Luxury purchases for themselves – 50%

Automotive Insights

Preferred Vehicle Types:
Primarily pure electric, with some fuel vehicles, mainly sedans.

Purchase Budget Range:
Primarily ¥350,000–500,000, extending upwards to ¥500,000+.

Top 3 Purchase Considerations:
Brand image / brand value — 33%
Safety — 31%
Comfort — 30%

Source: VOGUE Business & Petal Ads joint survey. Note: Most questionnaire items allowed multiple selections, so total percentages may exceed 100%.

I. Who They Are: Highly Educated, Wealthy, Family-Oriented Middle-Class Pillar

1. Rich Social Experience, High Wealth Level

Heads of affluent families in Tier-1 and New Tier-1 cities, with mature and peak personal careers, now focusing on family legacy. High economic strength combined with an anti-excessive consumption mindset, with monthly spending around ¥50,000.

→ Represents the "cautious" consumer group, pursuing mind-body balance and a composed quality of life.

2. Life Achievers Who Value Experience and Legacy

They no longer focus on personal achievements; the anchor shifts from "career" to "life experiences, health management, and family legacy." "Physical and mental health," "family happiness," and "personal interests" have become the core pursuits at this stage of life.

→ For them, luxury is an appreciation of "cultural history," "high-end experiences," and "life aesthetics."

3. Well-Rounded Person

Deep cultural cultivation, with the highest proportion holding postgraduate degrees; focused on current affairs and political topics, health, tech 3C, automobiles, and travel information.

→ Opposed to excessive consumption, they purchase rationally and are skilled at assessing the alignment between a brand's values and their own.

II. Why They Transitioning from "External Enjoyment" to "Steady Enjoyment"

1. Rational Consumption, Emphasising Cultural Depth and Legacy Value

Define luxury by long-standing history (24%), high-end experience (22%), and cultural value (22%).

→ Purchases are a vote of value alignment: a brand's history, spirit, and craftsmanship matter more than trendiness.

2. Mild and Self-Consistent motivation: Self-Reward and Taste Expression

Reward oneself — 44%
Pursue quality — 35%
Showcase taste — 34%

→ They seek "just the right" level of excellence, rejecting impulsive or excessive consumption for social labels or personal branding.

3. Decision-Making Prioritises Philosophy, Fit, and Scarcity

Brand philosophy (27%), personalization and fit (24%), and scarcity (23%) all take precedence over popularity and logo recognition (23%).

→ They place high value on a brand's intrinsic expression and its alignment with themselves, making them responsive to loyalty-building through heritage, craftsmanship, limited editions, and generational storytelling.

III. What They Buy: Long-Term Orientation + High-End Experiential Demand

1. Long-term Oriented, Stable Consumption Characteristics are Evident

Focus on the historical depth and high-end experience of luxury brands, valuing practical utility that can be appreciated or used over the long term. Luxury purchases are concentrated in fine jewelry, watches, high-end ready-to-wear, and luxury hotels, aligning with the needs for long-term value + collectible legacy + social status + high-end experience.

2. High-end Healthcare Has Become a Key Life Budget Focus

Annual spending on health and fitness management is around ¥20,000. Attention to health issues focuses on high-end medical check-ups/healthcare (37%), nutrition management (25%), oral care (22%), and sleep management (22%). Nutritional needs concentrate on kidney and body strengthening, immune boosting, and dietary supplements for daily use.

→ Health demands are implemented through everyday routines, with a comprehensive, systematic, and scientific approach to wellness.

3. Balance of Comfort and Safety in Daily Travel

Car ownership exceeds 60%, mainly pure electric sedans, with budgets primarily ¥350,000–500,000, extending upwards to ¥500,000+; they value brand image (33%), safety (31%), and comfort (30%).

→ Brands such as Mercedes-Benz, BMW, Lexus, Volvo, ZunJie, and WenJie, known for reliable reputation and safety experience, align well with their mindset.

4. Travel as a Means of Immersive Aesthetic Cultivation and Legacy Education

They travel both domestically and internationally, preferring luxury hotels (52%) and high-end cultural experiences (50%).

→ Travel serves as a "mobile classroom" to strengthen family bonds and broaden children's horizons.

IV. How They Buy: Consumption Emphasising Private Trust and Depth of Service

1. Information Acquisition: Social Media as Entry Point, But Decisions Rely on Professional Endorsement

They consume content but are not swayed by popularity; they trust authoritative institutions, friends' recommendations, and long-term private relationships.

→ Suited to a combination of expert testimony, membership programs, and private advisory services.

2. Experience Takes Priority over Price Incentivess

They value services that make them feel understood and respected, preferring high-end experiences, appointment-based, customized offerings, membership privileges, and sustainable after-sales support.

→ Treating service as a long-term asset is more appealing than one-time discounts. In their minds, service holds greater value than price cuts because it represents the brand's stability and respect.

3. Smart Devices: Rational Adoption, with Emphasis on Privacy and Durability

Focused on smartphones and wearables, not chasing other new categories; prioritise stability, safety, privacy, and cross-device collaboration.

→ Prefer "understated, high-quality" tech experiences, such as health data visualization, shared safety management for family members, and long-term maintainable systems. Technology serves as an "orderly efficiency tool" rather than a "show-off gadget."

Chapter 03

The Four Dimensions of High-Net-Worth Engagement

Petal Ads, the poetic enabler of marketing and business growth within the HarmonyOS ecosystem.

As a full-scenario intelligent marketing platform nurtured by the HarmonyOS ecosystem, it is not only a witness to innovative business models but also a sculptor of commercial value. Leveraging Huawei's 1+8+N full-scenario hardware, media, and content ecosystem, Whale Momentum grounds itself in marketing methodology, building an innovation foundation through AI capabilities. Its comprehensive, fast, and precise data science platform delivers scenario-based solutions, helping brands drive commercial growth while efficiently enhancing brand value.

Its core advantage lies within the all-encompassing Huawei Account. Built on a unified Huawei Account system, Petal Ads integrates deep data profiles and intent-sensing capabilities of hundreds of millions of emerging middle-class users, creating a multidimensional data science framework that continues to evolve. From the subtle shifts in trending search terms to the hidden folds of browsing habits, Whale Momentum allows brands to truly perceive the desires that lie at the heart of consumers.

Building on its precise capture of decision signals, Petal Ads transforms insights into seamless, natural user interactions through a unified development ecosystem. By aggregating touchpoints across all domains and leveraging a scenario-based intelligent engine combined with dynamic creative optimization, brand messaging is smoothly woven into users' digital life flows. For example: curated news in Huawei Browser in the morning, thoughtful travel reminders from Huawei Weather as users head out, personalized recommendations from Xiaoyi at lunchtime, and fitness companionship via Huawei Health after work…

Consumer mindshare is cultivated not just through advertising exposure but through ongoing engagement. HarmonyOS offers brands a range of innovative touchpoints, such as "Tap" and "Live Window." Through system-level entry points and intelligent agents, brands can gain deeper insight into users' higher-level intentions and deliver a continuous, closed-loop service experience.

True intelligent marketing begins with deep insights into user contexts and culminates in sustainable industry growth. Leveraging the HarmonyOS ecosystem, Petal Ads transforms marketing into seamless service: recognizing the desire for "beauty" in luxury, safeguarding the value of "life" in health and fitness, and responding to the pursuit of "freedom" in automotive and travel. This goes beyond mere commercial enablement—it is a partnership with brands, allowing growth to unfold naturally, like life itself.

1 Data Insights: Leveraging data science to reshape luxury brand strategies

In recent years, China's luxury market has experienced a period of rapid expansion. Between 2019 and 2023, the domestic luxury sector achieved double-digit annual growth—effectively doubling in size over just five years and establishing China as a central engine of the global luxury industry. Since 2024, however, the market has shown signs of significant slowdown.

These complex shifts present both vast opportunities and heightened competition for brands. As the market environment and consumer landscape continue to evolve, luxury brands must develop clear strategies across product development, creative communications, brand value positioning, and operational execution.





Source: VCG















01
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Precise reach: managing high-net-worth audiences through data-driven insights

Finding consumers who both resonate with the brand and possess purchasing power requires breaking the limits of traditional marketing. Petal Ads leverages deep insights from hardware and software signals to help brands precisely target their audience.

Take Zegna as an example. Its focus on the top 2% of high-end consumers is enabled by Petal Ads, which maps vivid user profiles across three dimensions: user attributes, behavioral preferences, and category interests. By further combining brand-aligned, scenario-tailored native advertising, it connects aesthetic and lifestyle values with consumers naturally, achieving a dynamic balance between short-term growth and long-term brand building.

Source:: ZEGNA



Source: Harry Winston

02
|
Native creativity: from "visual theaters" to "pocket-sized emotions"

Innovative presentation on OTT large screens frees advertising from rigid placements, creating an immersive "visual theater" that makes audiences feel as if they are exploring the outdoors and deeply experiencing the brand spirit. Leveraging the HarmonyOS ecosystem's strengths in "native content" and "full-scenario coverage," Petel Ads crafted an "immersive exploration theater" for Salomon. This approach not only conveyed the brand's high-quality sports DNA but also used multi-device touchpoints to create a seamless conversion path. The innovation preserves the large-screen visual impact—amplifying the dynamism and professional quality of the sport—while extending the experience to consumers' handheld devices, transforming the ambassador's charisma and the product's professional performance into a core marketing advantage.



Source: Dior

03
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Innovative experience: delivering genuine surprises to consumers through creative resources

The essence of innovative experience lies in delivering delightful surprises to consumers. Dior's collaboration with Petal Ads exemplifies this by leveraging the Meta Service as a creative resource, breaking the boundaries of traditional brand interaction. Huawei phone home screens instantly transform into a "Winter Wonderland Display," overcoming the limits of physical spaces. Layered with precise location services and Xiaoyi's system-level intelligent suggestions, users can effortlessly tap the Meta Service card on their home screen to immediately immerse themselves in Dior's charm. This thoughtfully crafted touchpoint transcends conventional marketing patterns, creating unexpected moments of delight that deepen brand favorability and memory, turning innovation into a tangible, memorable experience.

2 Demand Co-creation: Collaborating around core consumer needs

When a brand moves beyond one-way product functionality and deeply integrates into the authentic textures of life and realms of emotional resonance, Petal Ads leverages its three-pronged capability matrix of "technology as foundation + empathetic content + service closed-loop" to create a multi-dimensional pathway into users' everyday scenarios. By translating tech-driven marketing methodologies into scenario-based solutions, connecting emotional touchpoints with warm, engaging content, and delivering value through seamless service experiences, this innovative approach is redefining the relationship between brands and consumers—transforming them from mere objects of commercial transactions into lifestyle partners and co-creators of emotional resonance.



Source: Petal Ads

01 | "Scar Care Initiative": giving a tech platform the power to touch hearts

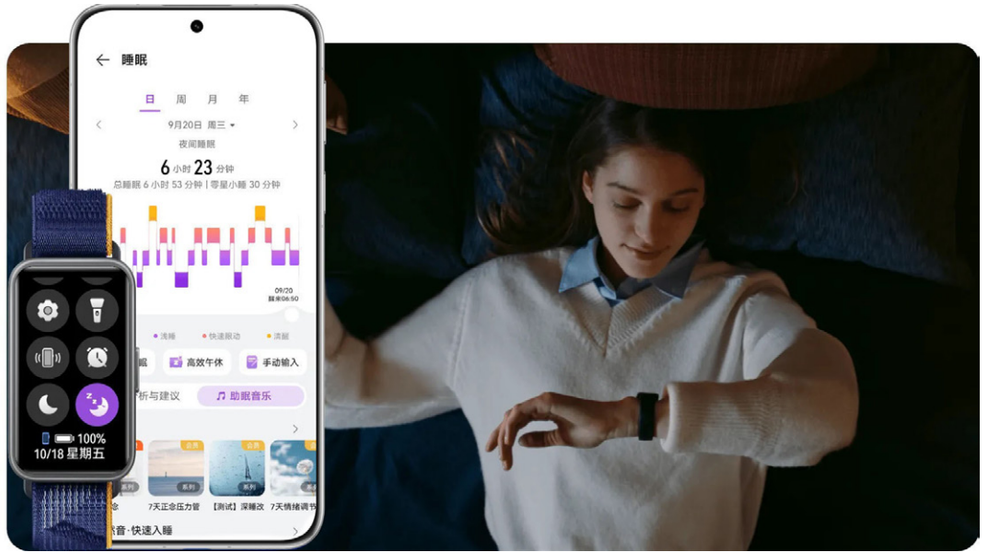
Leveraging the HarmonyOS ecosystem, Petal Ads brings together over 70 million mothers. Among them, many highly educated mothers are independent and widely distributed, sharing deep insights into maternal and child care—yet their physical and emotional challenges of motherhood are often overshadowed by the prevailing "strong-for-mom" narrative.

To address this, Petal Ads moved beyond traditional communication approaches, placing social co-creation at the core. During Mother's Day, it partnered with China's leading maternal and child service platform BabyTree and the renowned domestic creative studio Shengjia Yaohuo, joining forces with over 40 brands and organizations to establish the "Trace of Care Alliance," systematically bringing the often-hidden issue of childbirth-related physical challenges into public awareness for the first time.

Through innovative visual symbols, media resonance, brand alliances, and nationwide engagement, the initiative awakened societal attention and understanding for mothers, addressing the real needs of highly educated mothers while positioning the tech platform as a meaningful channel for delivering warmth and building social consensus.

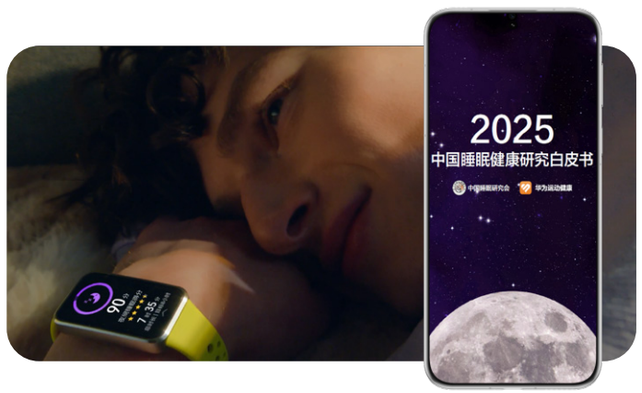
02 | "Whale Sleep Project": Data Science + Ecosystem Co-Creation Building a New Full-Scenario Marketing Approach for Sleep Health

Many Huawei consumers, as key members of society, face various sleep challenges. On World Sleep Day, Petal Ads launched the "Whale Sleep Project," building a systematic, scenario-based marketing approach through "multi-dimensional profiles + multi-dimensional content + multi-dimensional touchpoints."



Collaborating with ecosystem partners such as ResMed, Bright Dairy, and Ximalaya, the initiative created the "Deep Sleep Planet Experience Chain." Starting from data-driven insights, it mapped precise sleep audience profiles for each brand and aligned them with tailored creative strategies and media pathways, enabling cross-scenario integration across audio content, product experiences, and nutritional support.

At the same time, to meet the core audience's need for authoritative sleep health information, a scientific white paper was released and professional content was delivered via Huawei Browser's dedicated section. This created a full-chain sleep solution, guiding users from insomnia and anxiety to an immersive service experience supported by the brand, while also offering brands a novel approach to sleep-focused scenario



3 Scenario Reconstruction: Optimizing the consumer journey

The high costs of time, information gathering, and consumption create a natural barrier for ordinary consumers to travel abroad. The decision-making process for luxury travel is as complex as that for high-end luxury goods. To attract travelers, one must first "create a dream" through immersive storytelling.

However, in today's fragmented information environment, the challenge for travel destinations is how to use scenario-based and branded expressions to generate a sense of desire in consumers—to ignite the urge to "unlock a new map." For quality-seeking new middle-class consumers, exploring a new destination typically involves longer decision cycles and higher uncertainty. Fragmented guides on social media fail to convey the unique emotional value of a destination and cannot build sustained resonance with consumers.

Leveraging its ecosystem resources and digital capabilities, Petal Ads is redefining the interaction paradigm between high-end travel brands and their consumers.

01 | From content attraction to full support: connecting high-net-worth travel audiences

As China's cultural and tourism market recovers alongside consumption upgrading, outbound travel has evolved from simple sightseeing to "deep experiences." Users increasingly seek cultural resonance and localized, personalized services, craving genuinely immersive experiences.

Leveraging the HarmonyOS ecosystem, Petal Ads focuses on over 24 million high-net-worth outbound travelers annually, building

a full-cycle smart marketing system through "scenario reconstruction + journey management." HarmonyOS's full-scene touchpoints cover every stage—inspiration, planning, booking, and travel:

•**Inspiration:** Targeted content delivery featuring local culture with depth and aesthetic appeal, creating differentiated brand perception.
•**Planning:** Combining content marketing with offline immersive experiences to build user trust.
•**Booking:** HarmonyOS meta-services streamline conversion paths.
•**Travel:** Real-time, personalized recommendations via Huawei's AI assistant "XiaoYi" deliver authentic local cultural experiences.

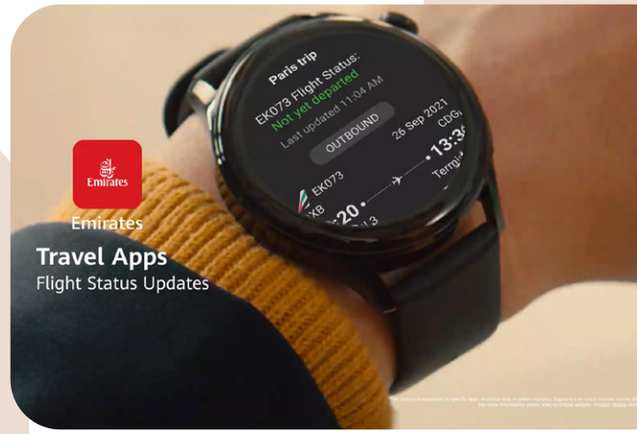
This approach not only provides global travel brands with precise access to China's high-net-worth travelers but also redefines smart travel experiences through the fusion of culture and technology.

02 | Reconstructing cultural & tourism customized service experiences through scenario-based technology

From long-haul flights to on-site exploration, the HarmonyOS ecosystem embeds customized services into key travel scenarios through "hardware coordination + intelligent interaction," making personalized needs more than just empty words. In collaboration with Emirates Airlines, HarmonyOS users can simply lift their Huawei Watch 5 to access everything at a glance—flight alerts, e-boarding pass retrieval, and baggage carousel updates—all in one tap, without repeatedly taking out their phones, ensuring a relaxed journey from boarding onward.

Upon arrival, Xiaoyi transforms into a "personal travel consultant." Users no longer need to sift through endless guides; they can simply ask, for example, "What can a family of three do?" or "What are some unique experiences for couples?" Recommendations can even adjust based on the day's weather. This







Source: Petal Ads

"user asks, service responds" interaction model precisely matches travelers' pursuit of uniqueness, breaking the limitations of traditional one-way tourism marketing and shifting services from standardized push notifications to on-demand responses—truly catering to the real needs of each traveler.

4 Tech Empowerment: Using HarmonyOS smart solutions to define luxury tech

Over the past five years, China's automotive industry has experienced an unprecedented wave of intelligentization. With vehicle ownership continuing to rise, "upgrade" is gradually replacing "basic necessity" as the primary goal for the new middle class when purchasing cars. In this increasingly diverse product landscape, the key to competition in smart vehicles lies in converting consumers' trust in technology into long-term choices. Huawei is consolidating the brand momentum of the HarmonyOS ecosystem, reinforcing the recognition of "intelligent driving, all-around safety, and ecosystem co-building," and deeply linking HarmonyOS Smart Drive with the mindset of the "new luxury car," becoming a new growth engine within the 1+8+N HarmonyOS ecosystem.



Source: Petal Ads

01 | Precise insight into consumer needs, redefining the meaning of luxury

HarmonyOS Smart Drive does not compete head-on in the traditional luxury arena defined by "material opulence" or "heritage and legacy." Instead, it has keenly recognized that in the age of intelligence, consumers' understanding of luxury is shifting from physical accumulation to experiential elevation.

By delivering a superior mobility experience through leading technologies such as advanced driver assistance, intelligent cockpits, smart power systems, and intelligent vehicle control, it consistently reinforces the belief that "safety is the ultimate luxury." In doing so, it has successfully established a clear consensus in consumers' minds that intelligence equals the new luxury, securing a distinct and differentiated brand position.



02 | Deepening scenario-based experiences: bringing technology into everyday life



Source: Petal Ads

HarmonyOS Smart Drive remains firmly people-centric, translating abstract technology into tangible, scenario-based experiences so that innovation truly serves everyday life. The brand deliberately embeds itself in users' real-world routines: showcasing the ease of intelligent driving in urban CBDs, creating immersive audiovisual moments where the "cockpit becomes a stage," or activating features such as "one-touch relaxation" and "child care mode" through family-focused test drives.

This strategy—demonstrating the right function in the right context—fundamentally transforms cold technical specifications into warm, livable solutions. It not only lowers the cognitive barrier for users but also builds deep emotional resonance, ultimately leading consumers to genuinely believe that HarmonyOS Smart Drive's technology is designed specifically for their lives.

03
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Building value-driven communities: from users to co-creation partners

HarmonyOS Smart Drive has built more than just an "owners' club." It is a highly engaged user community bonded by "technological advantage" and "shared values." Leveraging Huawei's 1+8+N full-scenario intelligent ecosystem, the brand brings together a large base of users who are both passionate about technology and enthusiastic about automobiles. Through online communities, offline salons, and user events, HarmonyOS Smart Drive encourages owners to actively share driving tips, smart scenario applications, and product improvement suggestions, transforming users from passive consumers into "brand co-creators" and "product experience officers." This deep engagement not only strengthens users' sense of belonging but also continuously enhances brand loyalty and emotional identification.





Source: Petal Ads



04
|
Practicing "long-termism": continuously building brand equity

In an era of information overload, HarmonyOS Smart Mobility adheres to "long-termism," abandoning short-term marketing tactics. Through technology launches, engineer documentaries, and collaborations with tech KOLs, it systematically communicates its technological philosophy and R&D investment. By reinforcing the "safety mindset" and demonstrating that its leadership stems from solid accumulation, HarmonyOS Smart Mobility integrates the concept of "safety as the ultimate luxury" into every user touchpoint, successfully building a reliable and cutting-edge technological image, laying a strong foundation for product sales and brand premium.

Chapter 04

Key Takeaways & Strategic Recommendations

After more than a decade of rapid growth, China's high-end consumer market is shifting from "expansion of volume" to "competition on quality." Brand growth is no longer determined by sheer visibility or exposure, but by a reconfiguration around "people, content, and technology"—how to understand people more precisely, how to resonate with them through content, and how to connect them through technology. This forms the three fundamental pillars of future growth.









01
Target the right people: from “traffic thinking” to “audience as an asset”

As the traffic dividend gradually fades, the focus of brand competition has shifted from “capturing attention” to “understanding the individual.” Behind every active Huawei device is a continuously operating life ecosystem: users exercise, learn, entertain, socialize, and constantly reshape their self-perception. If brands remain stuck in a reach-driven mindset, they risk missing the opportunity to build long-term relationships with users.

True growth comes from “audience as an asset.” When users are seen as relationships to be sustainably nurtured rather than one-off touchpoints, a brand’s value shifts from short-term reach to long-term compounding.

Especially for the “new middle class”, they are rational and restrained, yet willing to pay for experience and quality; they seek efficiency but also crave emotional compensation. They care about health, education, and aesthetic order—but above all, whether life feels meaningful.

This means brands must understand not just purchasing power, but the underlying values, worldview, and life philosophy of these consumers. In an era of competitive saturation, those who deeply understand these thoughtful consumers will capture the future share of relationships. The bond between brand and user is no longer a single transaction; it becomes a long-term companionship, a journey of shared growth.



1

02
Create impactful content: from sparking interest to resonating in context



If “audience assets” are the foundation of a brand, then content is the bridge that builds emotional connection.

As consumers move across multiple screens and scenarios, their attention becomes increasingly fragmented—and selective. They are no longer swayed by mere “tone of voice”; what captures them is context—the right moment, a particular life situation, even a piece of music or a single line of text. That is what makes them pause and engage.

Therefore, the key to content is not “what story to tell”, but “where the story happens.” Brand communication must enter the real-life context of users: within the rhythm of their workouts, during family moments, and across the daily transitions of multiple screens—allowing the brand to exist naturally in their lives.

Experience is increasingly replacing the product itself as the core currency of high-end consumption. When “being able to afford” is no longer scarce, and the desire to feel becomes the driving force, brands should treat experience as a tradable asset—whether it is health feedback from smart devices or immersive cultural and community experiences, these are all high-value touchpoints in the consumer’s mind.

At the same time, content is entering an era of co-creation. Over the past decade, brands told stories; over the next decade, users will co-create them. Consumers are no longer passive audiences—they are partners who participate in the narrative, contribute data, and help define experiences. If brands enable users to co-construct meaning within real-life scenarios, they can truly shift from “exposure” to “resonance.”

2

As the marketing battleground moves from competing for traffic to coexisting in scenarios, HarmonyOS touchpoints become a new frontier for native scenario traffic. Leveraging its ecosystem, Petal Ads' capabilities in capturing high-end users, deep insights, and scenario-driven creative execution help empower brands to achieve effective growth.

03 | Technology integration: the ecological link across platforms, screens, and domains



3

If "people" and "content" determine whether a brand can be understood, then "technology" determines whether a brand can stay continuously connected.

The rise of the HarmonyOS ecosystem has transformed this connection from a single scenario into full-domain interconnectivity.

With a super-network of over one billion devices, brand–user interactions are no longer confined to a single touchpoint but extend across the entire life flow—from smartphones to in-car systems, from watches to smart screens—allowing brands to provide precise and seamless presence in every context.

Technology makes brands more empathetic and gives connections a warmer touch. As the "family scene" reemerges as the emotional center of Chinese consumption, large screens are no longer just content players—they become connective hubs for family relationships.

Big screens are shifting from "viewing content" to "connecting emotions". In this context, the logic of brand exposure and conversion is being redefined: big screens carry resonance, small screens drive conversion.

For brands, this is not just a media innovation—it's an ecosystem innovation. Technology is no longer a cold tool; it becomes a gentle medium, allowing brands to seamlessly integrate into the rhythm of consumers' lives.




Petal Ads