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# Online Games Market in China 2010



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- Chinese Consumer Studies - Pearl Research's Phoenix Generation reports are an in-depth lifestyle study on Chinese youths ages 16 to 30. The qualitative and quantitative study identifies emerging trends, attitudinal shifts and "what's hot" in games, Internet, entertainment, technology, fashion, and consumer products.

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- Identification and tie-ups with potential local partners
- Focus groups design and implementation
- Business matchmaking

## Other Reports Available:

### Phoenix Generation series of reports covering Chinese young consumers

300 million strong and with \$135 billion in disposable spending income, China's consumer youth markets represent an untapped opportunity.

- Pearl Research's Phoenix Generation reports are an in-depth lifestyle study on Chinese youths ages 16 to 30. The qualitative and quantitative study identifies emerging trends, attitudinal shifts and "what's hot" in games, Internet, entertainment, technology, fashion, and consumer products.
- We focus on trends that have a business impact, providing insights into the origins and implications of these trends. The study helps companies understand this important demographic and what drives their lifestyle choices and spending habits.

#### ***Defining the Phoenix Generation***

Pearl Research has coined the term "Phoenix Generation" to describe China's dynamic youth. This generation grew up during booming economic times and most do not have any siblings as the result of the one-child policy.

Pearl Research believes this generation will be the core driver of consumer spending in China. The Phoenix Generation reports are exclusive, primary-research reports dedicated to understanding this important demographic.



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