

# A Look at 2021 Chinese New Year Shopping

True to the “red envelope” tradition in China, 55% of children up to age 14 received pocket money, gift cards, or vouchers for the 2021 Chinese New Year (CNY). Buying gifts for children is another way of expressing love and care — 58% of children up to age 14 received toys, games, and puzzles as CNY gifts. **Here is a closer look.**

## Chinese New Year Gift-giving



**Toys, games, and puzzles** were the dominant supercategories for CNY gifts.

**Wish lists:** 46% of children were eager to have toys featuring the cartoons, TV programs, and movies they liked.



**45%**

45% of children asked for toys they saw on **short video platforms**.

## Chinese New Year Budgets Increased



**Chinese consumers** spent an average of **U.S. \$91** on CNY gifts in 2021, a 39% increase compared to 2020.

Online shoppers spent an average of **U.S. \$96**. Offline shoppers spent **U.S. \$84**.

**\$96**



## Gift-shopping Behavior

**56% of consumers** started to prepare CNY gifts **2 weeks ahead**.

**56%**



**25%**

**25% of consumers** bought CNY gifts early, before delivery shut down due to the holiday.

## Where CNY Gifts Were Purchased

**Chinese consumers' CNY gift shopping relied heavily on e-commerce platforms:**

22% shopped on Tmall, 19% on JD.com, and 11% on Taobao.



**33% of consumers** were very loyal to the **stores** they always go to. **18% of consumers** purchased CNY gifts **based on convenience**.

This year's Chinese New Year gift market was very dynamic, and competition was fierce. Our data and industry expertise can help you understand how the consumer mindset and shopping behavior have changed so you can plan for the future.

Source: The NPD Group/2021 NPD China Gift Study, fielded March 1 – 11, 2021



If you have questions, or if we can support your business in any way, please contact Samuel Yan at +86 (21) 62753222 ext. 303 or email [samuel.yan@npd.com](mailto:samuel.yan@npd.com).

