



# Korea Travel Trends Report

August 2022

  
daxueconsulting



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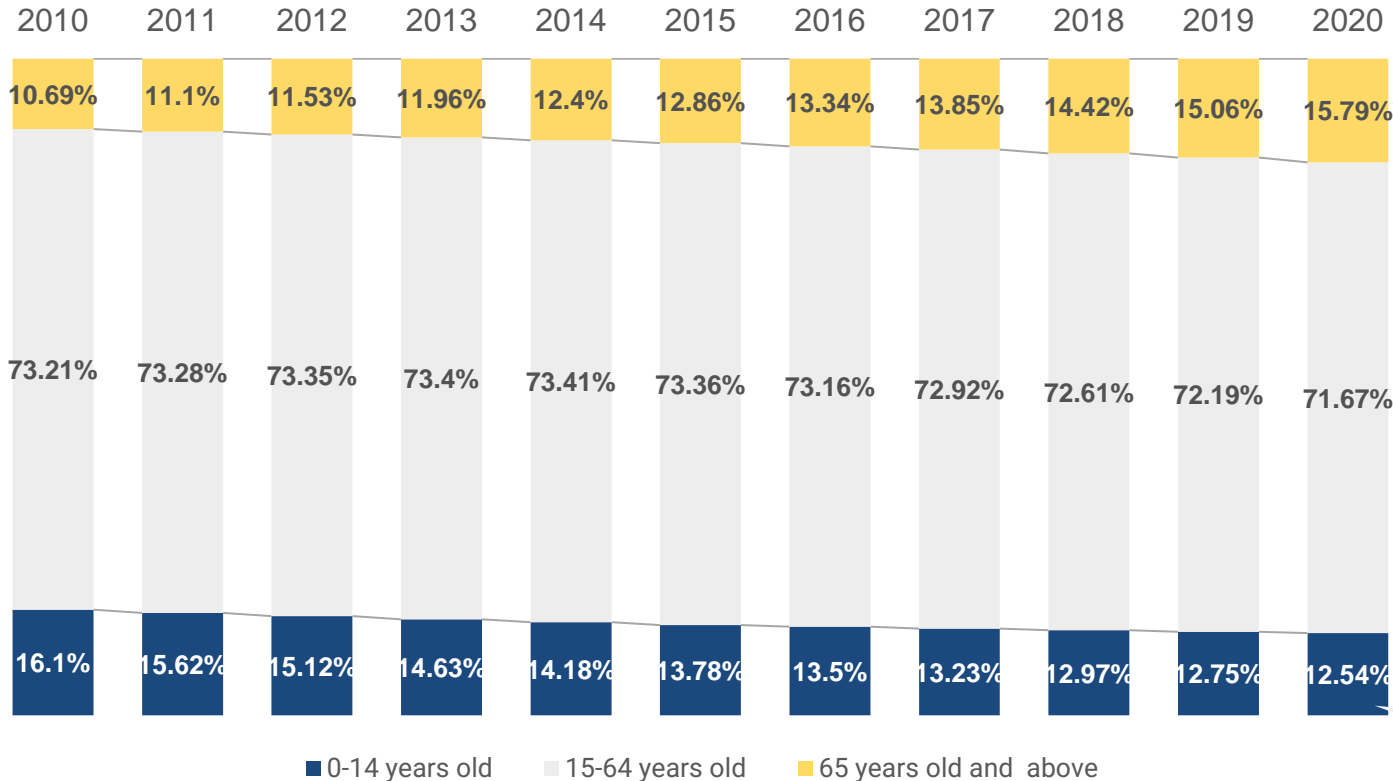
# Demographics

Meet your Korean  
consumers

# South Korea has one of the fastest aging populations

South Korea's population has been rapidly aging in the past few years. It is expected to continue largely due to the low fertility and mortality rates.

Age structure of South Korea



Source: Worldbank (2021)

South Korea's "Silver Population" was 16% of the population in 2020, an increase from about 11% in 2010.

The South Korean population **has been rapidly aging** in the last few years as shown on the diagram on the left. According to another report by Statista, the **elderly population is projected to rise** to about 13 million in 2030 and about 17 million in 2040 mainly due to the low fertility and mortality rates.

Source: Statista Korea (2021)

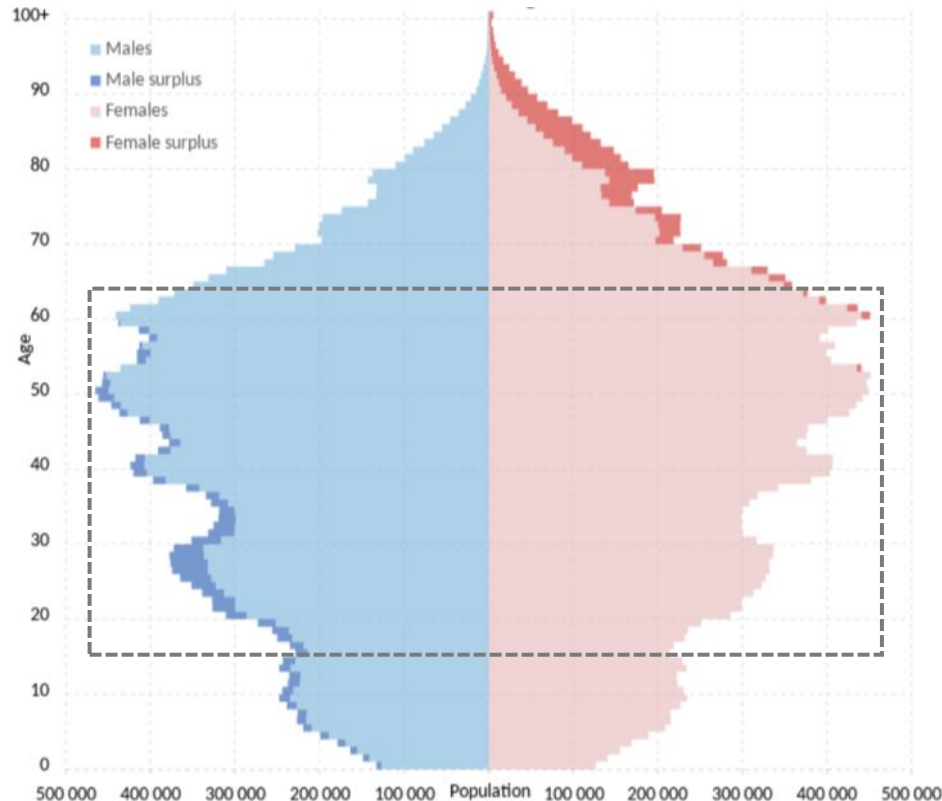
People are having less children. Only 13% of the population is 14 years old or younger in 2020, a decrease from about 16% in 2010.

# South Korea has the lowest fertility rate in the world

South Korea has the lowest fertility rate in the world, with a rate of 0.8 children per woman in 2020. It is far below the replacement level of 2.1 and the sharp drop from the 1970's level which was 4.5.

The **15-64 years** old represent majority of the population (about 72%)

Population pyramid of South Korea



Source: Statistics Korea (2020)

## Drivers of South Korea's low fertility rate:

- Extremely competitive and expensive **education system**.
- Difficulty **finding a job** for graduate students.
- Overheated **housing market**.
- **Education of women, later marriage** and the **difficulty to go back to work after giving birth** for women.

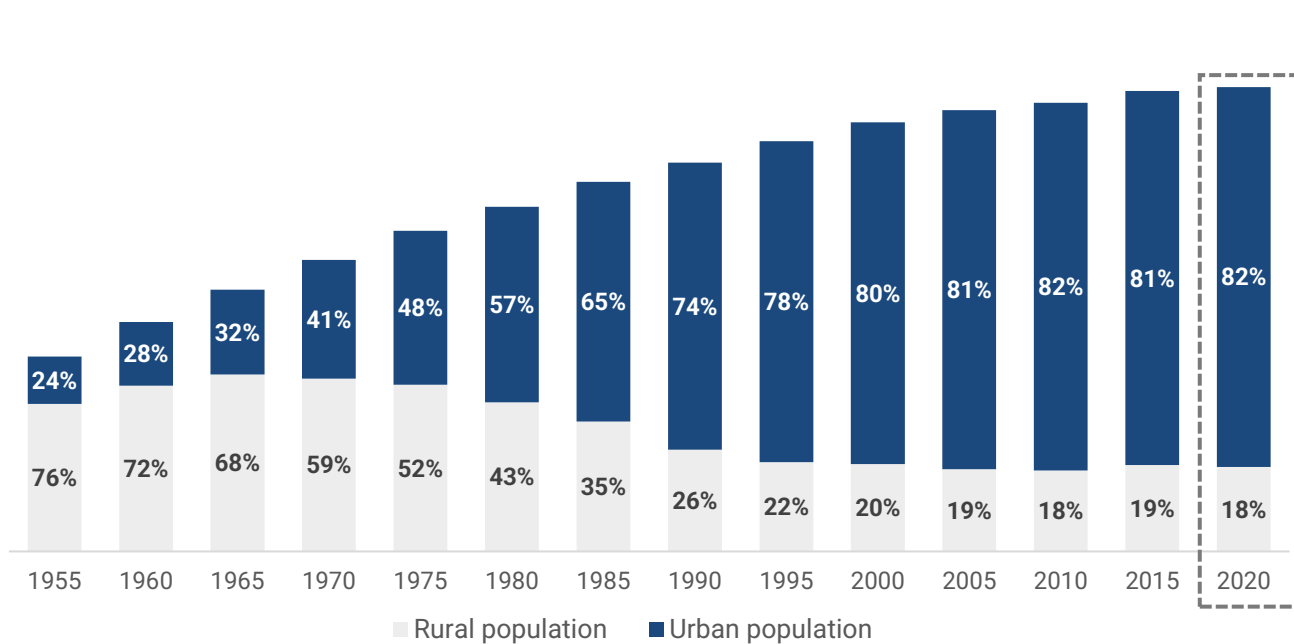
The government tries to take measures against the fertility drop by giving a monthly allowance of \$250 until the child reaches one year old and by facilitating parental leave.

Source: The Asahi Shimbun (2022)

# The population is densely clustered in the big cities in the northwest and southeast

South Korea has a very dense population, with 531 inhabitants/km<sup>2</sup>. The population is largely concentrated in the big cities in the northwest and southeast of the country.

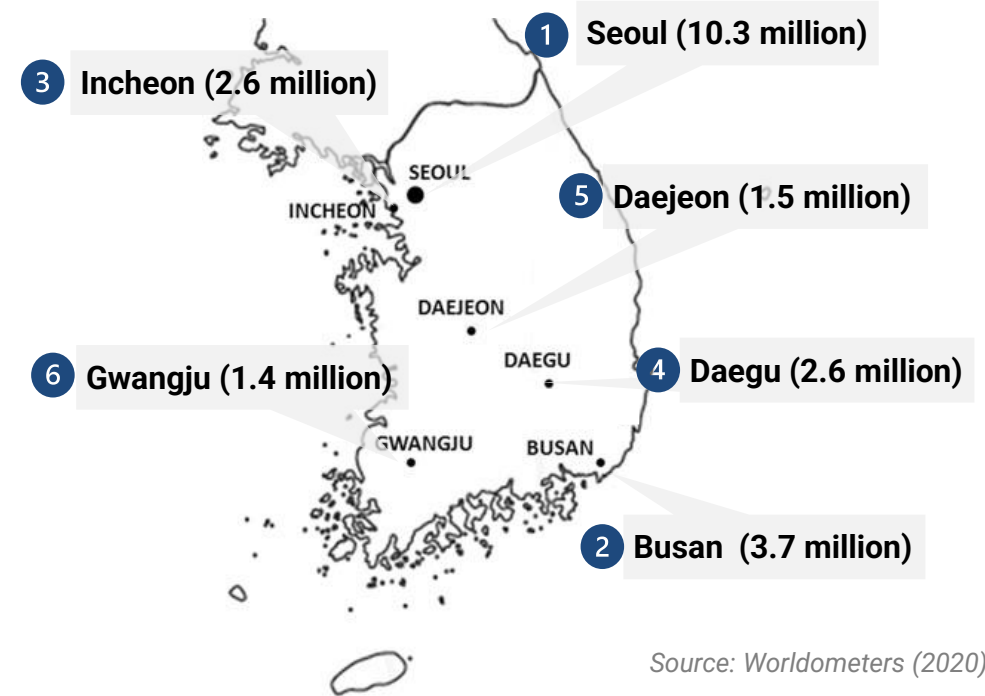
### South Korea's rural to urban population



Source: Worldometers (2020)

The urbanization rate has been continuously increasing over the years. In 2020, 82% of the Korean population (41.9 million people) were urban, while only 18% (9.3 million people) of them were rural.

### Largest cities in South Korea



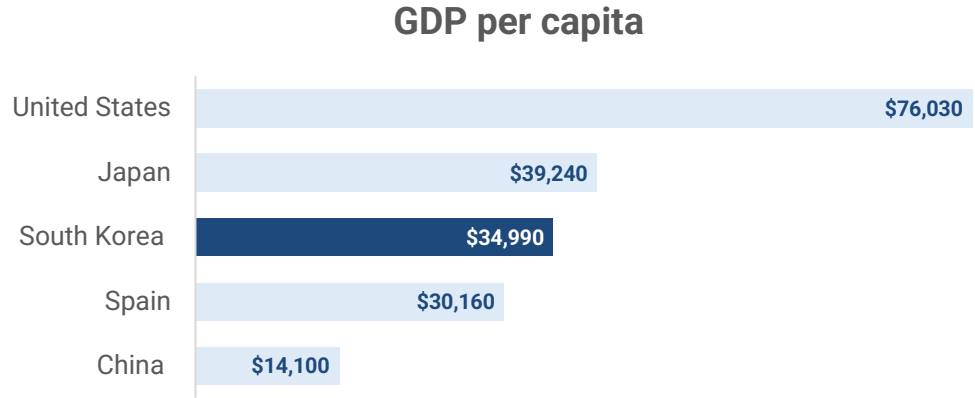
Source: Worldometers (2020)

The largest cities are condensed in low land areas in the northwestern and southeastern areas (except for the city of Gwangju) since 70% of the country is mountainous. Geonggi, which includes Seoul and Incheon, is the most populated province.

# Income inequality varies by gender and company size

The salary of South Koreans is in the average range of developed countries. The wage inequality are not too high but there is a clear difference in salary by genders and by company type.

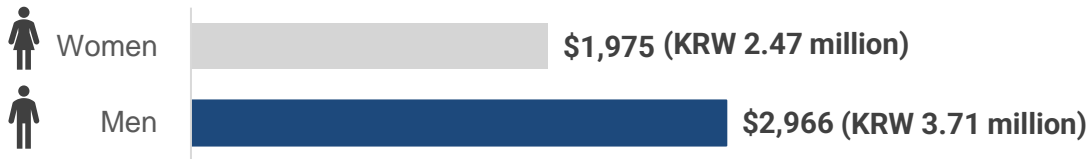
**South Korean's average salary in 2020:**  
US \$2,530/month  
(KRW 3.2 million/month)



In South Korea, the average salary is **\$2,530/month** and the medium salary **\$1,913/month**. Income inequality in South Korea is a bit **higher** than in most **advanced countries**, but still **lower** than that in **China and the US**.

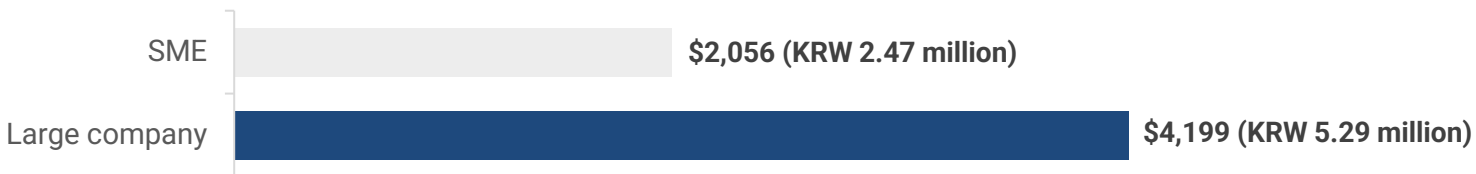
Source: Worldbank, International Monetary Fund

## Gender pay gap per month



South Korea has the **largest gender pay gap** among the Organization for Economic Co-operation and Development (OECD) countries. In 2020, average salaried men's earnings were **1.5 times** higher than that of salaried women.

## Pay gap by size of the company per month



Income inequality also depends on the **size of the company**. People that work in large companies earn on average about **twice** the salary of those in small and medium-sized enterprises (SMEs).

Source: Statistics Korea

# South Korea's economy is driven by tech and industry

South Korea still relies heavily on its industrial sector, especially automobile, telecommunications and heavy industries, even though it is moving towards a service economy like most developed countries.

Distribution of GDP by sector (2020)



Source: Worldbank



# South Koreans value education, convenience, and efficiency

The typical South Korean consumer is well educated. Usually having high personal debt, they tend to search for better value for money and prefer convenient and efficient transactions.



## Highly educated:

South Koreans are **well-educated and well-informed**. The national literacy rate is 98% and 70% of the 25-34 years old have a tertiary education.



## At the cutting edge of technology:

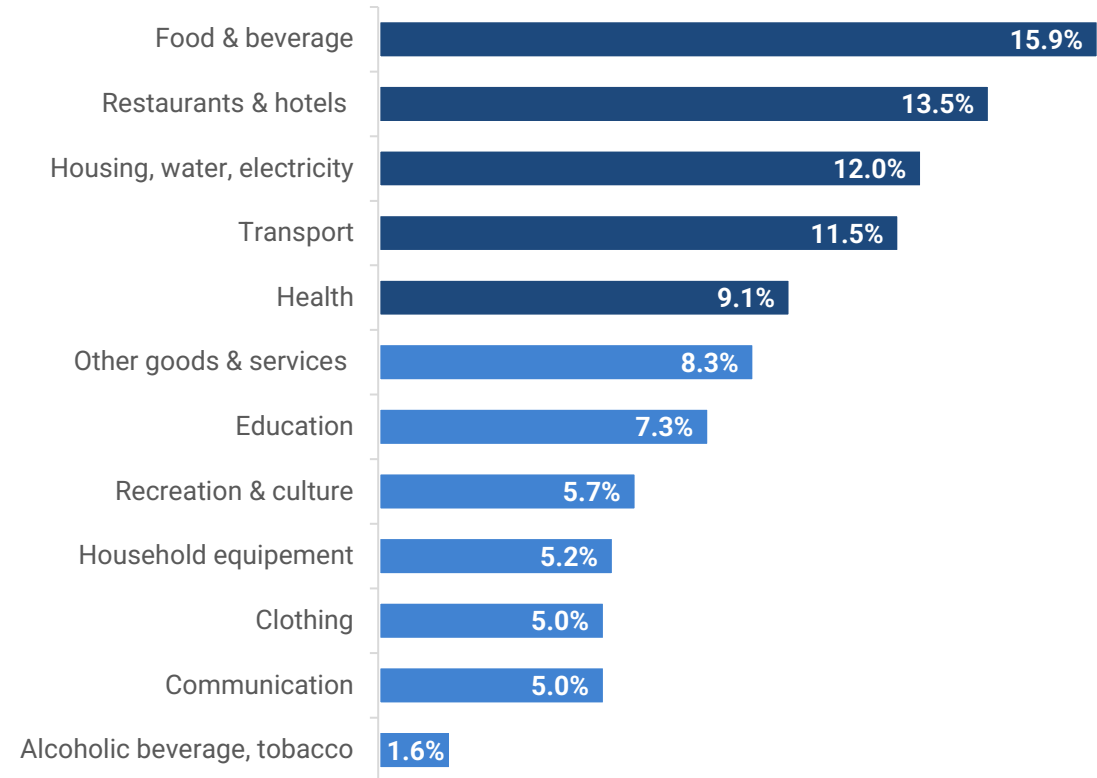
- The country has the world's best IT infrastructure and a wide-use of high-speed **internet** and **smartphones**.
- **Online shopping** is very common. 88.5% of the population uses e-commerce.
- Only 20% of transactions are done in cash.



## Household composition:

- The average South Korean household has **2.4** people.
- 27% of households live alone
- 48% are composed of 2 or 3 people
- 24% are composed of 4 or 5 people
- 1.5% are composed of more than 6 people.

Average household consumption by category



Source: Statistics Korea (2021)

# Korean marketing lingo brands should know: The MZ Generation (MZ세대)

MZ Generation (MZ세대) collectively refers to Millennials and Generation Z in South Korea, unlike other countries where they are referred to separately. Many brands widely use it in South Korea to better understand their consumers.



Millennials are individuals born between 1981 to 1996 and Generation Z are those born between 1997 to 2012. Together they are referred to as the MZ Generation (MZ세대) in South Korea.

Source: Korean Legal Institute (LII)

## Characteristics of the MZ Generation



Digitally fluent



Expect brands to mirror their values and cater to their preferences



Concerned about social justice and climate change



Expect transparency and authenticity from brands



More educated than previous generations



Willing to spend money for themselves



Aspire to become the best version of themselves



Desire for premium, luxury products



# Travel

## Consumer trends

# Koreans fly on two major airlines, though this may soon change

Hanjin Group's acquisition of Asiana Airlines in the aftermath of COVID-19 transformed the airline industry.

**KOREAN AIR**



Asiana Airlines

**EASTAR JET**  
이스타항공

**AIR BUSAN**

**JEJUair**

**JIN AIR**

**t'way**

## How Koreans fly

- The Korean airline industry's international routes are dominated by **Korean Air and Asiana Airlines**, the latter being founded in 1988 to challenge the former's monopoly.
- Low-cost airline options (some being subsidiaries of larger entities) such as T'Way, Jin Air, Air Seoul and Eastar hold some control over domestic and Asian routes. Many hit heavily by the pandemic are facing bankruptcy, leading to speculation of further monopoly.

## Monopoly on the horizon

- Asiana's owner, **Kumho Group**, was forced to seek a buyer for Asiana in 2019 to offload debt
- Korean Air's owner, **Hanjin Group**, is currently set to takeover, but antitrust approval and other merger details remain— including concerns over the combined entity, which would control **70% of Korean international passenger routes** and be one of the **world's ten largest carriers**.



# Traveling is becoming accessible, and experiences are shared on social media

Traveling has become a common activity to do with children, with pets, and alone. The experiences are also shared on social media like Instagram.

Rise in monthly average mentions from Jan 2020 to Jan 2021

**65%** rise in traveling with pets

**104%** rise in traveling with children

**13%** rise in traveling alone



Actor Seol In Ah (설인아) with dog photo on Instagram

**Related key words:**  
Pet Café (애견카페)  
Photo Zone (포토존)



Actress Lee Mido with son in the park on Instagram (left) and them having #The Laughing Cow picnic (right)

**Related key words:**  
Leisure/Experiential Activity (레저/체험활동)  
Theme Park/Amusement Facilities (테마파크/놀이시설)



Instagram user @enerlym\_94 with 19.4 million followers shared her solo hiking and sea trip

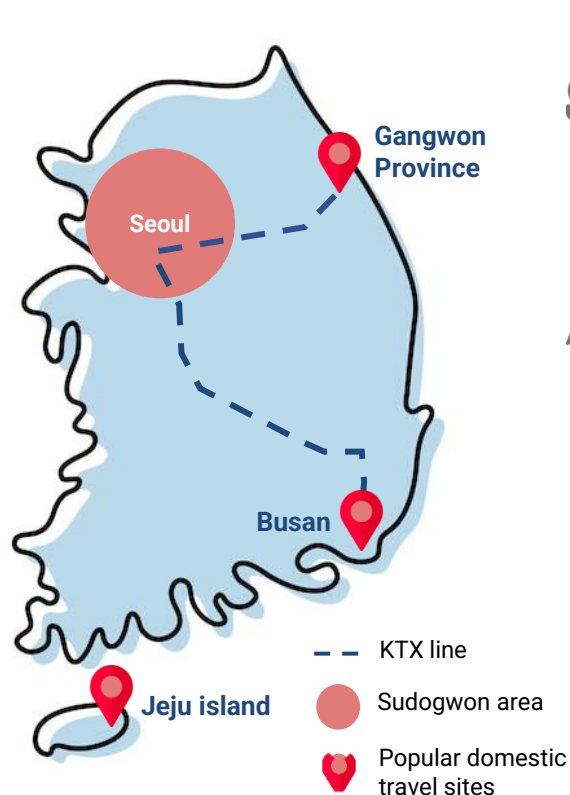
**Related key words:**  
Natural Scenery Enjoyment (자연풍경감상)  
Going On a Drive (드라이브)

Source: Korea Tourism Organization

# Domestic travel has come alive in the aftermath of the pandemic

Foreign destinations are perceived as glamorous, but the convenience and cleanliness of local destinations have drawn many in.

## Domestic travel characteristics of South Korea



To avoid rainy season, workers usually take trips in late July or early August.



For most in the 수도권 (sudogwon, area around Seoul), **Busan, Jeju, and coastal cities in Gangwon Province** are destinations.



Travels are convenient in part due to the **KTX**, high-speed rail system which connects many Korean tourist sites. A ride from Seoul to Busan can take less than three hours



The pandemic fueled an early surge in domestic travel, with particular focus on small-scale, personalized trips involving the outdoors to avoid COVID-19 risk. 2021 searches for “camping sites” on main Korean navigation app T-map increased by 54% compared to the year before.



Cultural tourism has risen in popularity. Many seek **hanok** (traditional Korean house) villages in cities like **Gyeongju** for their social media appeal.

*Hanok Village in Gyeongju*



A marketing collaboration between Airbnb and Hadong district saw an eightfold increase in bookings of hanok residences.

*Airbnb lodging in Hadong district*

# Hocance (Hotel + Vacance, 호캉스) and tents are gaining attention











After the Covid-19 outbreak, individuals are more interested in lodging in the form of Hocance (Hotel (in English) + Vancace (in French), 호캉스), where individuals enjoy their vacations in hotels. They are also directing their attention to traveling with tents, where they experience limited interaction with other people.

## Top 10 lodging related key words

	During Covid 19 outbreak	Post Covid-19 Vaccination
1	Pension House (펜션)	Hotel (호텔)
2	Hotel (호텔)	Pension House (펜션)
3	Resort (리조트)	Resort (리조트)
4	Pool Villa (풀빌라)	Traditional Korean-Style House (한옥)
5	Guest House (게스트 하우스)	Hotel + Vacation (호캉스)
6	Camping Site (캠핑장)	Pool Villa (풀빌라)
7	Hotel + Vacation (호캉스)	Camping Site (캠핑장)
8	Traditional Korean-Style House (한옥)	Guest House (게스트하우스)
9	Car Camping (차박)	Tent (텐트)
10	Caravan (카라반)	Car Camping (차박)

Source: Korea Tourism Organization

## Changes in ranking

Same Ranking	Pension House	Hotel	Resort
			
Increased Ranking	Hotel+ Vacation	Tent	Traditional Korean Style House
			
Decreased Ranking	Guest House	Car Camping	Pool Villa
			
			Camping Site
			

# Hocance (호캉스) is popular due to its highly hygienic environment

Hocance (Hotel + Vacance, 호캉스) is mainly attracting individuals due to its hygiene. Individuals usually share it with their family. Among the various themes of Hocance, Mukcance (Eating + Vacance, 먹캉스) is most desired.

## Top 3 reasons for going on a hocance



**59.6%**

*Resting in a Hygienic Environment*



**45.3%**

*Enjoying First-Class Services*



**41.2%**

*Touring Nearby Areas*

## Preferred people to go with on a hocance



**70.3%**

*Family*



**55.6%**

*Loved One*

## Desired theme for hocance



**78.0%**

*Mukcance (Eating + Vacance, 먹캉스)*



**63.5%**

*Poolcance (Pool + Vacance, 풀캉스)*



**29.6%**

*Mallcance (Mall + Vacance, 몰캉스)*



# Foreigners flock to Seoul, drawn by Hallyu

Hallyu continues to draw in millions of tourists every year, with particular interest from Chinese, Japanese, and American tourists. Most foreign tourism in Korea comes from within Asia due to the country's close proximity and convenience.



Myeongdong street (left), Gwangjang Market (right)

Korea is a premier shopping destination. Drawn by Hallyu, Asian tourists looking to shop go to districts like Myeongdong. Those interested in Korean street food— popularized by YouTube channels— seek out areas like Gwangjang. A more modern, college-age scene with music can be found in Hongdae.



Apgujeong cosmetic surgery street, Seoul

## Medical Tourism

Due to Korea's medical infrastructure, some foreigners choose to undergo cancer treatment or organ transplants in the country. Elective surgeries, like cosmetic surgeries, are also popular, with **Apgujeong** serving as a nexus for such procedures.



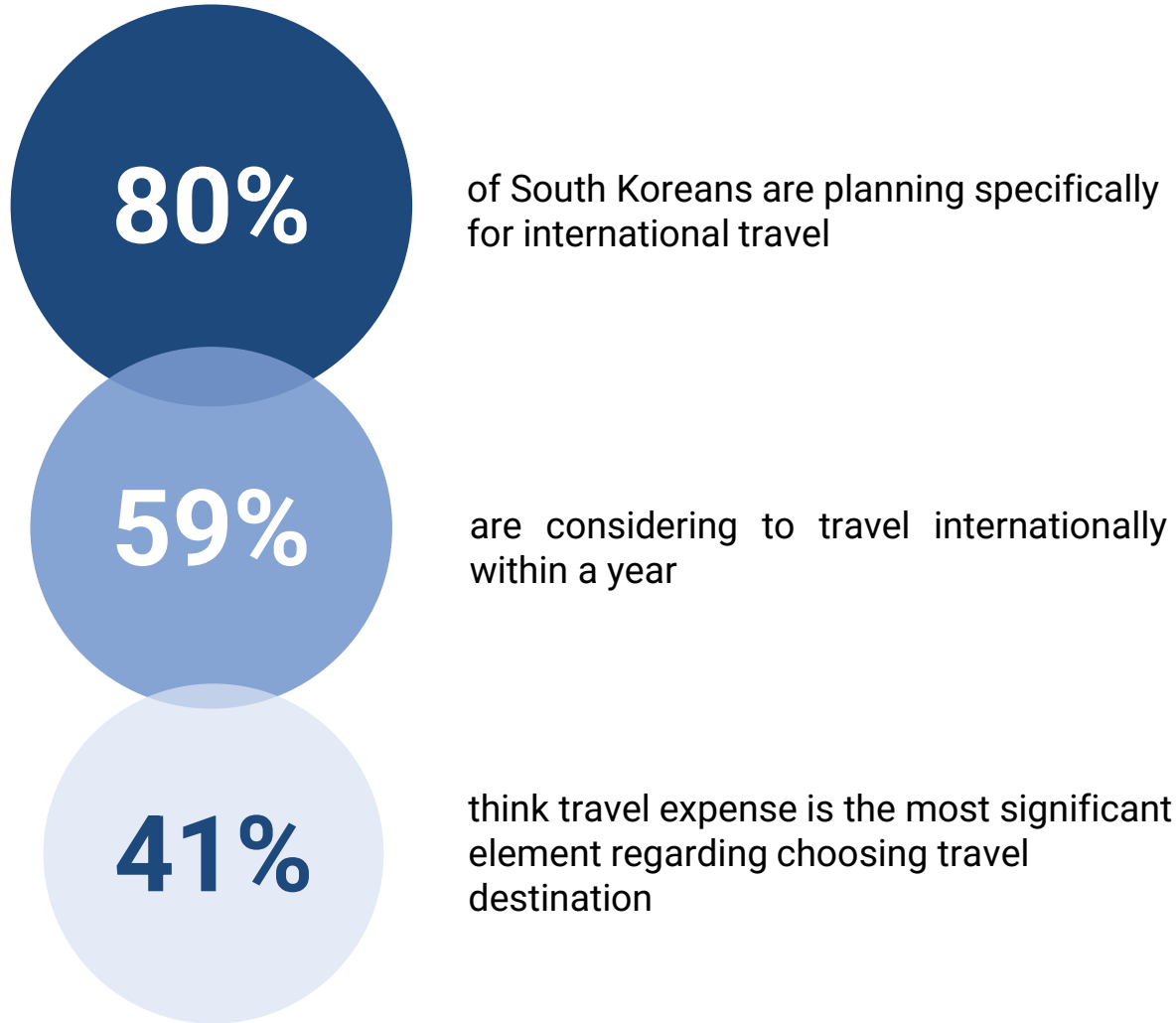
1MILLION DANCE STUDIO, Seoul

## K-pop & K-hip hop

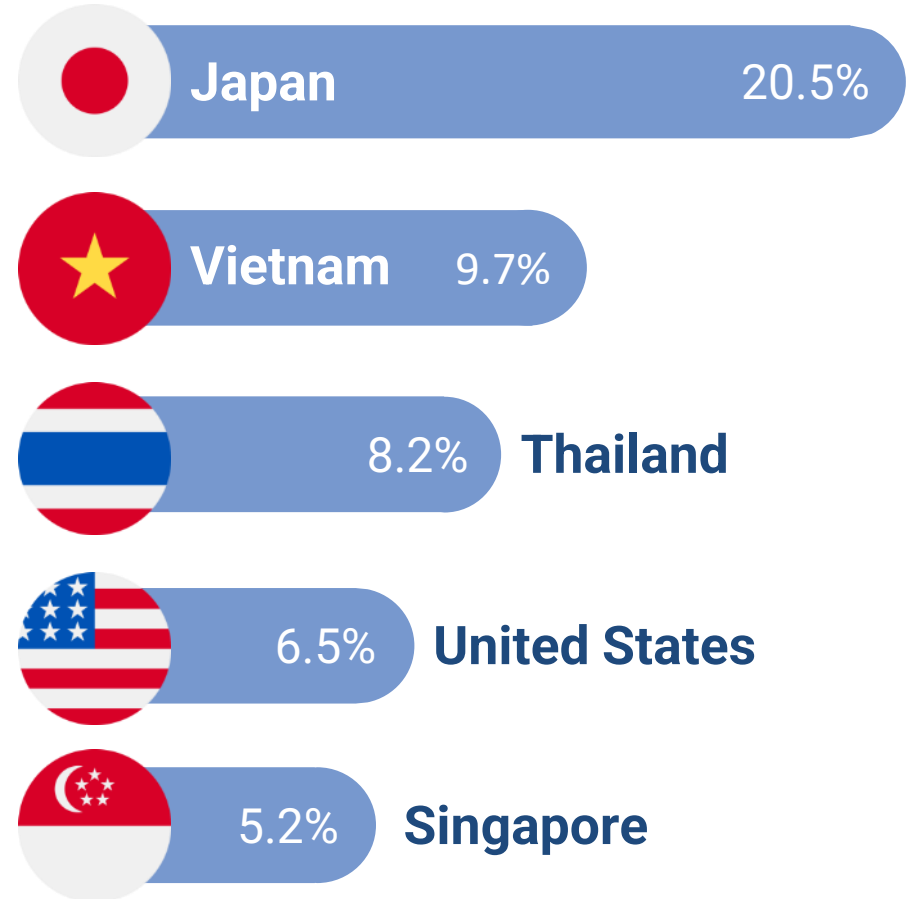
Those enamored by **K-pop and K-hip hop** visit the offices of viral dance groups like 1MILLION DANCE STUDIO or Justjerk to watch performers or join a lesson

# Rising interest towards international travels with existing price concerns

International travel is becoming more popular among South Koreans. However, closely located Asian countries are preferred as travel destinations due to price concerns.



## Top 5 preferred countries among South Koreans



Source: Visa Korea (2022)

# Different forms of traveling are emerging among the younger generation

Longer stays are an appealing option for South Korean younger generation, who pursue new experience and self-growth.

## Long-Stay Tourism 한 달 살기

Traveling in one region (usually rural small cities) for about a month

**Purpose:**  
getaway from stressful, competing society, relaxation, self-exploration, 'slow life' experience

### Popular Destinations



Jeju island & local rural cities



Southeastern cities (i.e., Chiang Mai in Thailand)

## Working Holiday 워킹 홀리데이 (워홀)

Living in one country for 6 months to a year with a working holiday visa that allows employment during the stay to supplement travel funds

**Purpose:**  
language training, making foreign friends, have an emerging experience living in a country for an extended period

### Popular Destinations



Australia



Japan

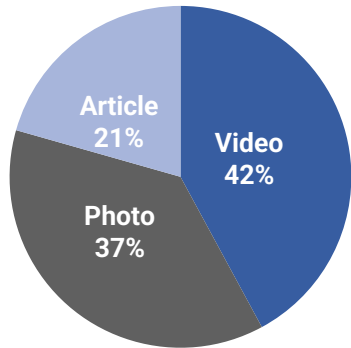


Germany

# Online traveling becomes not only an alternative option, but also a choice

Online traveling, or LAN traveling (랜선여행), became the alternative option for many travelers. However, even after the restrictions for traveling have loosened out, some Koreans prefer online traveling due to its convenience and cost-efficiency.

## Preferred digital content format by Koreans



**Videos** are preferred method to fulfill the needs of various online travelers

### 1. Travel vlog



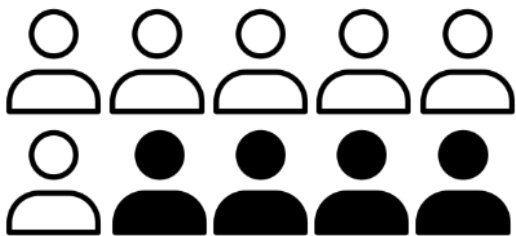
Switzerland travel vlog by 유학일기 yooil on YouTube

### 2. Scenery and landscape



4K footages of Switzerland by 임성일의 이탈리아 on YouTube

Source: Seoul Tourism Organization (2021)



4 in 10 Koreans enjoy online traveling

Source: Good Choice (2021)



National Museum of Korea: digital gallery (left), online exhibition (right)

Online exhibitions create more interactive and immersive experience for virtual travelers. *The National Museum of Korea installed VR (Virtual Reality) online exhibition on the official website in 2020.*

# Digital trends



# The Korean digital ecosystem of smartphone apps

The Korean digital ecosystem is a mix of domestic and global apps, with domestic apps dominating each segment.



# The top smartphone applications in each category

## Food Delivery



Baedal Minjok  
(배달의 민족)

- 20.7 million users (2022.3)
- Unicorn Startup
- Platform service fulfilling both consumers' & providers' needs
- B mart grocery delivery

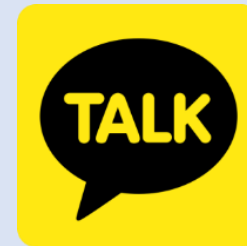
## Shopping



Coupang  
(쿠팡)

- 26.6 million users (2022.3)
- High reliability to consumers via search engine to compare products, meeting delivery time
- One-day delivery
- Fresh food delivery
- Cross-border shopping

## Social Media



KakaoTalk  
(카카오톡)

- 47 million users (2021.12)
- National messenger application +
- Easy gifting
- Emoticon market
- Kakao pay
- Kakao plus channel - promotion

## Transportation



NAVER Map  
(네이버 지도)

- 19.3 million users (2021.6)
- Navigation service
- Public Transportation
- Online food ordering
- Reviews to compare restaurants
- Vaccine Service for COVID-19

# The top Korean smartphone apps in the travel category

Top 3 applications in travel categories are Yanolja (야놀자), Good Choice (여기어때), and Airbnb (에어비앤비). Yanolja and Good Choice are domestic-only travel platforms that provide online accommodation and leisure services.



## Travel

1. Yanolja (야놀자)

2. Good Choice (여기어때)

3. Airbnb (에어비앤비)



Yanolja  
(야놀자)

- Domestic application
- 4.06 million MAU\* (2021.12)
- Unicorn Startup
- First lodgment service platform in South Korea
- Coupons and membership rewards



Good Choice  
(여기어때)

- Domestic application
- 3.17 million MAU (2021.12)
- Acquired MangoPlate, restaurant recommendation platform
- Coupons and membership rewards



Airbnb  
(에어비앤비)

- Global application
- 900 thousand MAU (2021.12)
- Specialize in homestays
- Laws prohibit local Koreans from using Airbnb for local stays

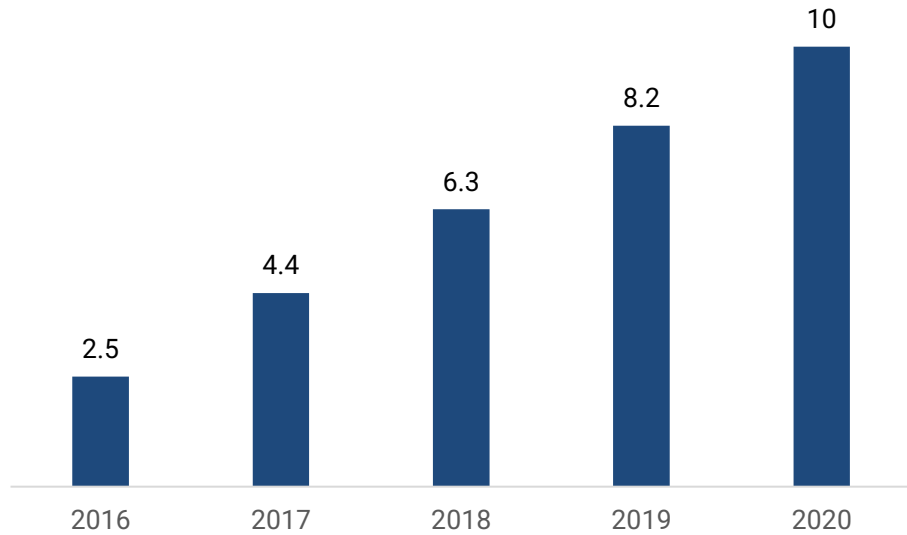
\*MAU = Monthly Active Users (iOS + Android)



# Influencer marketing plays a big role in South Korea's risk-averse society

Especially in South Korea with so many risk-averse consumers and social media-loving younger generations, influencers have the power to directly impact the purchasing decision of the public.

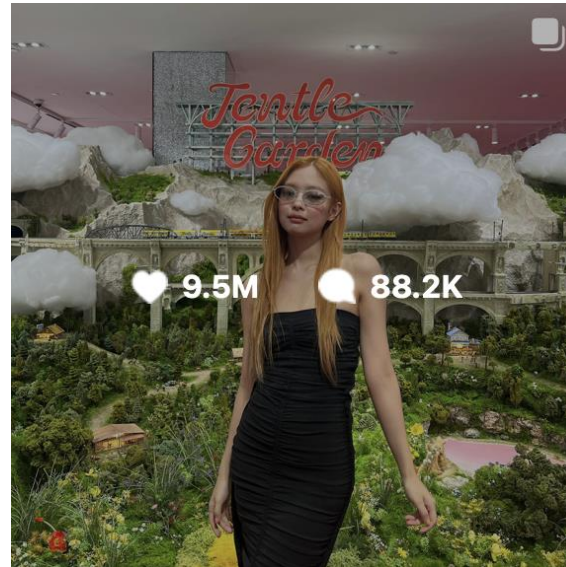
**Influencer market size in South Korea**  
(in billion USD)



Source: Mediakix (2021)

## Risk-averse consumers

Influencer marketing provides a form of reassurance to risk-averse consumers during their purchasing process. With 83% of active social network users, influencers are essential to marketing.



Instagram mega influencer @jennierubyjane with 68.7 million followers

## Micro influencers

Not only mega influencers with millions of followers, but also micro influencers who have tighter followings and viewership across various niches have undeniable influence on social media.



Instagram micro influencer @walking\_yang with 68.8 thousand followers

# Retail trends

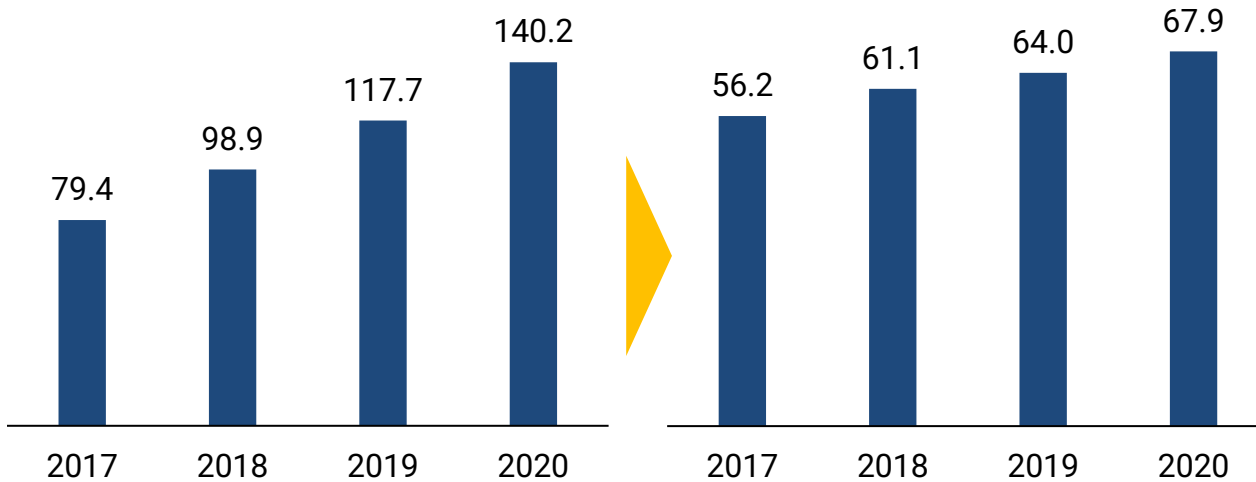


# KakaoTalk is a crucial platform for mobile commerce

The e-commerce market, especially mobile-commerce, is experiencing unhindered growth. M-commerce platforms like KakaoTalk (카카오톡) can strengthen interaction with consumers and raise sales, even in the travel industry.

Online retail sales in South Korea (in billion USD)

Mobile online share in total online retail sales



Source: Nowak & Partner

KakaoTalk, the leading messaging service provider in South Korea provides m-commerce functions such as KakaoTalk Gift and KakaoTalk Shopping, which brands can utilize to increase interaction with consumers and sales



On **KakaoTalk Gift** (카카오톡 선물하기), Jeju Air's 'gifticket' (gift + ticket) allows users to send or receive online gift cards that can purchase plane tickets



**76% 79,000원~**  
SL호텔 강남. 테라스에서 즐기는 동해 오션뷰, 룸온리 또는 조식 ... 리뷰 2 하나투어

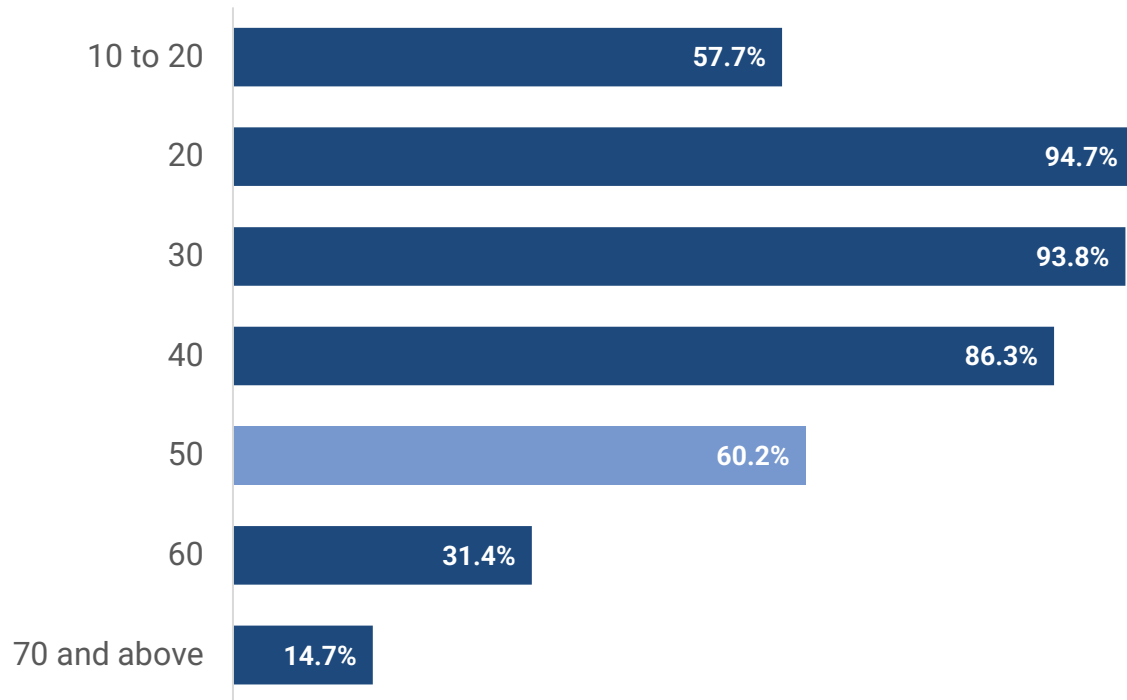
**545,000원~**  
[에어카텔][9~11월]그랜드하얏트 제주 자유3일 (항공+호텔+중형... 롯데관광

On **KakaoTalk Shopping** (카카오톡 쇼핑하기), travel agencies provide time-limited special deals for tour packages, lodgment, and tickets for exhibitions and entertainments.

# E-commerce reaches all demographics, even the silver generation

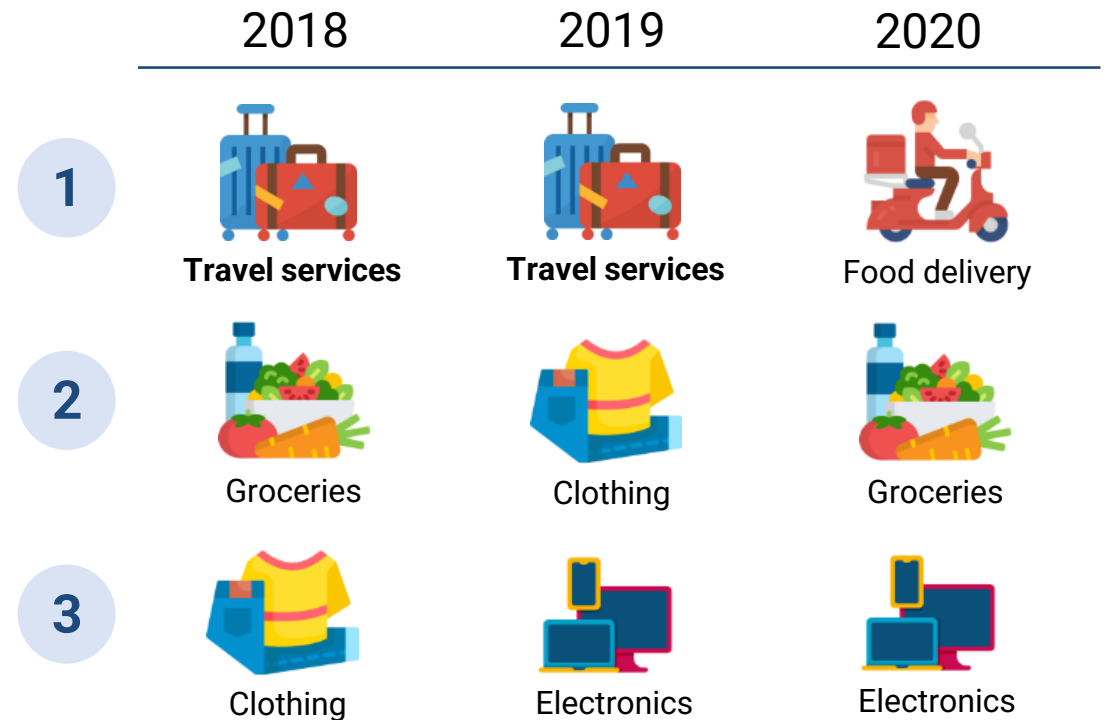
Consumers, including those in the older generation, are shopping online as a result of the restrictions to leave their homes and improved e-commerce platforms. Travel services maintained first place for online sales, but sales significantly decreased due to the impact of the COVID-19 pandemic

Korea online shopping penetration by age



Source: Nowak & Partner





Top 3 online sales categories for all ages



# Leading e-commerce platforms include Naver (네이버) and Coupang (쿠팡)

The e-commerce industry is growing with the support of major players who are providing improved e-commerce services. Among them, Naver (네이버) and Coupang (쿠팡) offer a variety of travel related services as well.

## Leading e-commerce players by sales

	2021 Q1	2022 Q2
1		
2		
3	<small>신세계적 쇼핑포털</small> 	<small>신세계적 쇼핑포털</small> 
4		
5		

## Services offered by top e-commerce players

**NAVER**

*The Google of South Korea*

 여행상품 | 여행정보

*Naver Travel Products,  
Integrated search engine exclusive to  
travel-related products*

**coupang**

*The Amazon of South Korea*



*Coupang travel,  
Travel-related brands enter the  
platform to sell their products online*

Both offer time-relevant and standardized search results which helps consumers to easily compare products.



*Naver Shopping Live*



*Coupang Live*

Live e-commerce platforms that promote time-limited special deals, also for travel products

Source: IterAd, Aju Business Daily

# Korea Market Research Case Studies



**CONFIDENTIAL**



**ORIGIN: FRANCE**

**INDUSTRY: SKINCARE**

**PROJECT TYPE: MARKET RESEARCH ON KOREA'S GIFTING PLATFORM**

**PROJECT DESCRIPTION:**

The client **showed** positive growth with the revenue source being generated from the Kakao Commerce and specifically Kakao Gift. While they pose an established position in Kakao Gift's mobile e-commerce segment, numerous local & global competitors have recently listed their products and **gaining** market share. With the ever-growing presence of competitors and their know-how of the Korean market, the client reached out to daxue consulting to conduct a market research of **the** Korea's mobile commerce market and specifically Kakao Gift platform and the existing competitors' strategy.

**METHODOLOGIES & DELIVERABLES:**

Daxue Consulting conducted the research in 3 steps to identify the best practices in the platform and how Korean consumers behave in the gifting commerce.

**1. Korea's mobile commerce market overview**

1. Korean consumers' gifting occasion & sentiments in Kakao Gift
2. Typical gifting journey and user flow in Kakao Gift

**2. Competitor assessment**

1. Identify competitive dynamics of competitors and peers
2. Identify best practices of Product, Pricing, Promotion strategy of the competitors

**Synthesized conclusion and recommendations:** Recommendations of the relevant product, pricing, promotion strategies most suitable consideration

# FARFETCH

ORIGIN: UK

INDUSTRY: FASHION

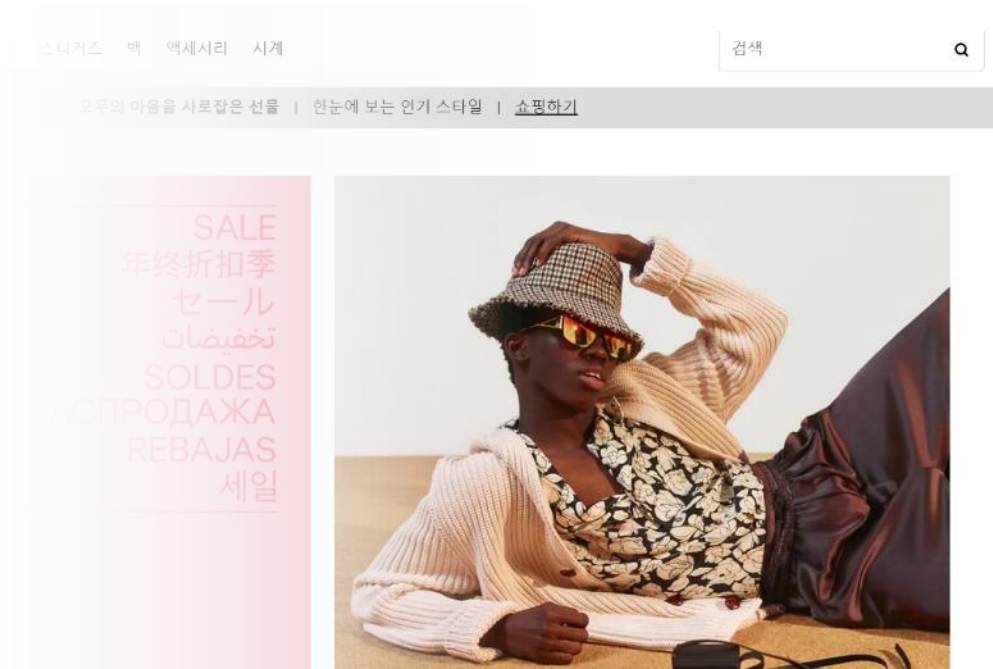
PROJECT TYPE: UX RESEARCH IN KOREA AND CHINA

## PROJECT DESCRIPTION:

Our client is conducting a qualitative research for one of the brands on its platform. The main objectives of the project are to understand customer website behaviors and buyers' profile in Korea and China.

The group contacted **Daxue** to address the following key questions:

- What is their typical online/offline shopping journey?
- What is their opinion about the brand's renewed homepage, product listing pages (PLP), product detail page (PDP), and check-out page?
- What is still missing and can be improved or localized for the respective market?



## METHODOLOGIES & DELIVERABLES:

- **Daxue Consulting** conducted a series of 16 in-depth video interviews with the client's Korean and Chinese customers (~90 min per interview) in order to collect substantial and qualitative feedback on the targeted questions.
- After conducting the interviews, **Daxue** provided a video and audio record including **English** word-by-word transcript/subtitles matching the respondent's speech during all the video. Finally, a topline summary report was provided to the client with actionable recommendations to help our client optimize its homepage for a smoother shopping experience with less drop-outs.





**ORIGIN: FRANCE**

**INDUSTRY: HIGH-END SKINCARE**

**PROJECT TYPE: TRAINING ON E-COMMERCE**

**PROJECT DESCRIPTION:**

As a well-established brand in China, our client wanted to give a thorough overview of what is happening on the local marketplaces to their APAC team. The objectives were to align the level of knowledge on e-commerce of the team and set some priorities for 2022 leading to strategic decisions to be done internally.



**METHODOLOGIES & DELIVERABLES:**

To achieve these objectives, **Daxue Consulting** released a comprehensive report analyzing the most structural e-commerce trends in China, Korea, and Japan mainly. This report resulted in an interactive training session and Q&As to Clarins APAC team, a total of around ~90 people.

**CONFIDENTIAL**

**ORIGIN: KOREA**

**INDUSTRY: ICT**

**PROJECT TYPE: KOREAN START-UP MARKET FEASIBILITY STUDY**

**PROJECT DESCRIPTION:**

The client was a major Korean government agency under the Ministry of Science and ICT(MSIT) contributing to the national startup ecosystem. They have a portfolio of Korean startups in the ICT sector and would like to assess the market potential and feasibility of each player in the China market.

In order to assess the market potential and feasibility of the Korean startup companies, the key stakeholders of the relevant industry's supply chain were invited to a virtual conference call to evaluate the startup's concept, business model and opportunity .



**METHODOLOGIES & DELIVERABLES:**

- Daxue Consulting moderated total of 15 virtual video conference (5 conference calls per each startup) with market experts representing the upstream & downstream value chain of the respective industries to assess the market feasibility & potential of the Korean startups.
- Final deliverables consisted of the following:
  - Minutes of the meeting in English
  - Top line summary report combining all meetings and recommendations on short-term fixes and long-term goals for the start-ups for successful market entry in China



**ORIGIN: FRANCE**

**INDUSTRY: GAMING**

**PROJECT TYPE: SOUTH KOREA GAMING MARKET RESEARCH**

**PROJECT DESCRIPTION:**

Ubisoft, major video game publisher in the world, has been selling its games through a self-managed digital distribution platform for many years: Uplay. As Korea being one of the biggest gaming nations in the world, Ubisoft decided to step up its Korea strategy. Daxue Consulting was approached to provide Ubisoft with a better understanding of the Korean PC game distribution environment and to design an adapted digital strategy for its future Korea platform.



**METHODOLOGIES & DELIVERABLES:**

- Daxue Consulting benchmarked Ubisoft's key competitors in Korea (game publishing companies as well as third-party game distribution platforms) focusing on companies' digital strategies as well as platforms' Korea-adapted User Experience.
- Findings of this first step made it possible for Daxue to draft Uplay's Korea ideal Value Definition (adaptation from the original platform, Korea "must-haves", pain points to avoid, etc.). The platform concepts were then tested through series of focus groups and UX sessions to ultimately recommend on high potential concepts and final Value Definition adjustments at Ubisoft level and Uplay store level.



## About us

# Our mission is to guide businesses to holistic growth in Asia

Through our market research and strategy consulting, we equip businesses with the knowledge and guidance to achieve growth in China and beyond

# The values we embrace



## Our clients' goals are our goals

We see ourselves as an extension of the client's business in China or their target country, hence, we advise them as if we were in their shoes and investing along with them.



## Embrace change enthusiastically

Similar to how markets are constantly changing, our mindset is also always evolving. We value routine only when it helps us improve and we value change because it helps to keep pace with our time.



## Intellectual humility gives clarity

Only through the lenses of humility can knowledge be seen clearly. At daxue consulting, we are humble toward science and the truth. We interpret data in a way that lets it speak for itself, even if contradicts our hypothesis.



## Freedom enriches creativity & responsibility

Freedom to manage and envision her or his mission increases the sense of responsibility to that mission.

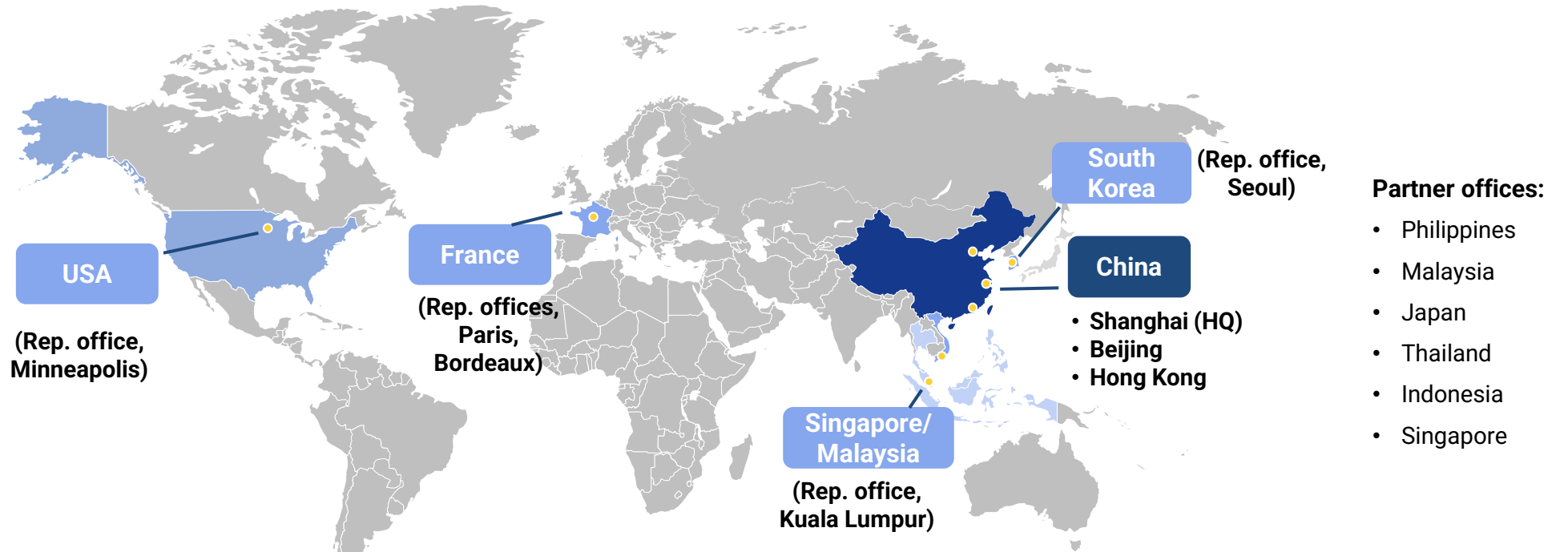


## Knowledge is meant to be shared

While our projects team dives deep to provide catered research to clients, the media team shares insights publicly. At the same time, we foster a culture of sharing knowledge in our team, each individual works to increase their own knowledge and freely shares ideas each other.

# Our APAC network

A research and consulting firm headquartered in China, with an Asia-focus and a presence on two continents.



## Our history



# Our approach to methodology-based consulting

An agile and data-driven approach towards solving complex research questions

## RESEARCH

as the base for

## CONSULTING



### IN-HOUSE ORGANIZED

*We do not outsource*



### TRADITIONAL METHODOLOGIES

*Interviews, cold calls, focus groups, surveys, and more*



### SOFTWARE AND TOOLS

*Third-party software and in-house built scrapping tools*



### ACCESS COUNTRY-WIDE

*Able to run research across all layers of population*



### DATA INTEGRITY

*Data-driven and cross-checking from many angles*



### RESEARCH-DRIVEN

*Consulting backed up by massive research*



### AGILE

*From market discovery to entry, we keep pace with market changes*



### COLLABORATIVE

*We encourage frequent meetings and workshops with our clients*



### TRANSPARENT

*Full insights into our work with frequent intermediate updates*



### INDUSTRY PARTNER NETWORK

*Built-up over 350+ projects and 100+ podcasts guests*



### CROSS-CULTURAL UNDERSTANDING

*Team from multiple continents educated in diverse countries*



# Our services

## ASSESSMENT

评估



BRAND AUDIT  
品牌检验



SENTIMENT ANALYSIS  
情绪分析



BRAND  
BENCHMARKING  
品牌基准

## INSIGHTS

洞见



DECISION-MAKING  
PROCESS  
决策路径



TARGET AUDIENCE  
PROFILING  
目标人群画像



BRAND (RE)POSITIONING  
品牌（重新）定位

## STRATEGY

策略



BUSINESS INTELLIGENCE  
商务智能



VALUE PROPOSITION &  
MESSAGING HOUSE  
价值主张&信息传播策略



NAMING  
品牌命名

## INNOVATION

创新



OMNI-CHANNEL  
MARKETING  
全渠道策略



PRODUCT CONCEPTS  
DEV. & TESTING  
产品概念开发和测试



MARKET ENTRY  
市场准入

# Our methodologies



DESK RESEARCH  
案头调研



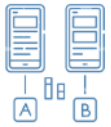
FOCUS GROUPS  
小组座谈



CONSUMERS INTERVIEW  
消费者访谈



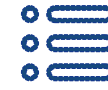
SHOP ALONGS  
店内随访



A/B TESTING  
A/B 测试



DIARY RESEARCH  
日记研究



ONLINE & OFFLINE SURVEYS  
线上&线下问卷



SOCIAL LISTENING  
社媒聆听



STRATEGIC WORKSHOP  
小组访谈



MYSTERY SHOPPING  
神秘顾客研究



UX/UI TESTING  
用户界面测试



ONLINE SALES DATA SCRAPING  
社媒聆听



STORE CHECKS  
店访



ONLINE COMMUNITY  
线上社群调研



MARKET INSIDERS INTERVIEW  
专家访谈



CENTRAL LOCATION TESTING  
食材品鉴

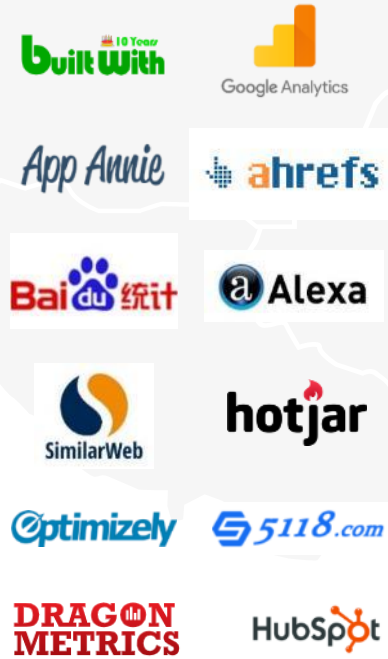
# We use modern tools & software to stay ahead

A selection of tools leveraged by us for our clients

Search engine & e-commerce analytics  
搜索引擎&电商分析



Website / app traffic comparison  
网站/应用流量比较



Data mining / survey analysis  
数据挖掘&问卷分析



Social listening  
社媒聆听



Diary study & community research  
日记&社群调研

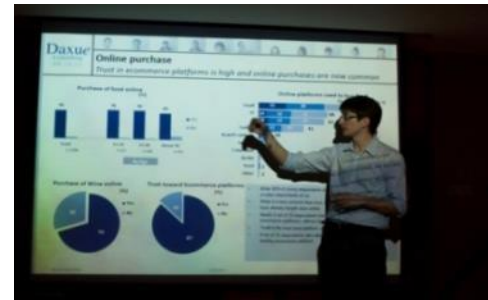


# An experienced organization with the Asian market

Regularly featured and quoted in publications all over the world



TV INTERVIEWS ON PRIME TIME TELEVISION IN SINGAPORE



WORKSHOP ON CHINA'S FOOD IMPORTS



LECTURING AT PEKING UNIVERSITY MBA.



DAXUE ON THOUGHTFUL CHINA



FREQUENT SPEAKERS ON BUSINESS TOPICS



# 400+ clients for the past 10 years

## Examples of references



# Our testimonials

## Comments from our clients



E-commerce Manager  
@ L'Oréal

*"I come back to you to thank you and your team for the work done on the project, it was a real pleasure to work together 😊 The brand was very satisfied with the insights, especially with the richness brought by the local Chinese specificities."*



VP of Innovation @ prestige  
skincare brand - US

*"Thank you very much for your time and performance yesterday. **The team in New York and all of us appreciated a lot your presentation and the quality of the consulting from Daxue Consulting.**"*



JAPAC Revenue Strategy  
Manager @ Twitter

*"Thanks so much for your hard work over the last several months and the multitude of presentations that you have done to [our] stakeholders. **I highly appreciate the quality of work and also the patience with which you have answered the questions.***

***Overall the work has been very well received and has been very educational for our teams in Singapore, New York and San Francisco. We will be using a lot of this information as we make critical investment decisions into China over the next several months.***

*Please do pass on our thanks to the entire Daxue team - hope you do take a moment with the entire team to celebrate the success and outcome of this project! **Also, I would be happy for you to use my reference for any future clients.**"*



Director Ecommerce  
Marketing EMEA @ Ubisoft

*"Thank you for your answer. I've been through the presentation and **I'm very impressed by all the useful detailed information I've found. Thank you so much!**"*

# STAY UPDATED ON KOREA MARKET INSIGHTS



**WeChat**



**LinkedIn**

<https://www.linkedin.com/company/daxue-consulting>



**Newsletter**

<https://daxueconsulting.com/newsletter/>



**Instagram**

@daxue\_consulting\_china



**Press release**

<https://daxueconsulting.com/press-enquiries/>

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