



Reinventing relevance in the age of overload

Accenture 2024 China Market CMO Research

Summary

Chinese consumers are overwhelmed. Accenture's 2024 Global Consumer Pulse survey reveals that as many as 76% have abandoned a purchase due to too many options or difficulty making a decision. This decision fatigue is exacerbated by China's highly developed e-commerce and content platforms, making what was once a joyful shopping experience seem like another chore.

In response to these challenges, CMOs have turned to performance marketing, which now accounts for 60–70% of the marketing budget. However, as conversion and profits become the main performance indicators, marketing tactics and content have become homogenized, diminishing rather than enhancing brand differentiation.

This is a critical moment for companies to strengthen their brand power. Consumers are becoming more selective and concentrated in their brand and channel choices; brands that

successfully remain on consumers' trusted lists set themselves up for long-term growth.

To help brands stand out in the age of overload, Accenture offers four recommendations for CMOs based on in-depth interviews, survey findings and our experience working with clients:

- 1. Your brand, their need:** Brands should clarify their core promise and focus on the real needs of their target audience. By deeply listening to consumers and resonating with their most pressing concerns, brands can establish strong emotional connections.
- 2. The art of communication:** To stand out in the deluge of information, brands must take control of communication, reject mediocrity, enhance the uniqueness of their messaging and create an impressive, differentiated image.
- 3. Make decisions easy with AI:** Chinese consumers welcome AI advisors and AI agents. Companies should build a solid data

foundation and develop AI solutions tailored to consumers' decision-making patterns, effectively helping consumers simplify the decision-making process and improve their shopping experience.

- 4. Unleash creativity with technology:** The value of technology lies not only in improving efficiency but also in unleashing the creativity of marketers. Companies need to budget for creativity to enhance the long-term appeal of their brands.

In this age of overload, where consumers struggle to balance multiple—sometimes conflicting—needs, brands must focus on building deep, long-term emotional connections with consumers. Only by organically combining technology and creativity can brands stand out in the fierce competition and achieve enduring success and sustainable growth.

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A woman with long dark hair, wearing a red knit sweater and large hoop earrings, is looking down with a thoughtful expression. She is in a clothing store, surrounded by racks of clothes. The background features a large, arched window with a grid pattern, letting in natural light. The overall mood is contemplative and focused.

Decision fatigue: a new challenge for brands

In an ocean of choice, consumer analysis paralysis is becoming a significant challenge for brands. This is particularly clear in China, where up to 76% of consumers have abandoned a purchase due to an overwhelming number of choices or difficulty making a decision—despite over 70% having a shortlist of trusted brands.

What led to this decision fatigue? The primary reason is that most Chinese consumers (71%) are “maximizers”, shopping in search of the best buy. This is driven not just by material constraints but by a psychological desire to maximize purchase value and perfect their decision-making.

Clearly, Chinese consumers want to make the “right” choice. However, when coupled with the amount of choice in China’s highly developed and constantly evolving e-commerce and content platforms, consumers inevitably end up spending considerable time and effort filtering, comparing and weighing their options. They not only need to understand

product or service specifications but also invest time in comparing different purchasing channels, discounts and customer reviews.

Over time, what should have been a joyful shopping experience has evolved into a tedious and exhausting activity. The excitement of discovering the perfect product has been replaced by the stress of making the right decision.

“Finding information is easy, but [it is] difficult to make a decision from so much.”

**Female, 43–58 years old
(Generation X), India**

“[I walked away from a purchase because] I just felt overwhelmed...didn’t know whether or not I should buy this product, if it was the best for me, [or] if it was worth the effort and thought that I was putting into researching it, etc. I usually feel relief after deciding to not buy something and wait it out.”

Female, 27–42 years old (Millennial), US

Accenture’s 2024 Consumer Pulse survey shows that

64%

of Chinese respondents frequently feel bombarded by advertising

62%

are overwhelmed by too many options

52%

are frustrated at the amount of effort they have to put in to deciding what’s best for them

The transformation of shopping into a burdensome task affects not only the overall experience, but also consumers’ decision-making confidence. This problem is prevalent in all types of shopping decisions; choosing small items such as moisturizers can be just as challenging as choosing large items such as

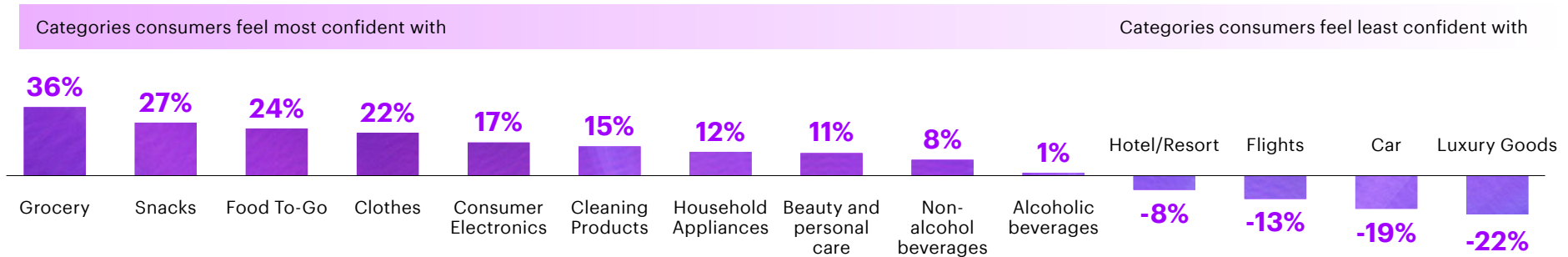
washing machines (see Figure 1).

Consumers’ relentless pursuit of the best choice—and the resulting decision fatigue—poses new challenges for businesses. Consumers expect companies to offer a wide range of products or services and provide

comprehensive information. However, information overload can lead to decision fatigue, which in turn reduces the possibility of purchase. Therefore, companies must enhance their brand appeal while striking a balance between offering ample options and simplifying decision-making.

Figure 1: Chinese consumers lack confidence in shopping decisions for most categories

Net confidence: How often (%) consumers choose the category as the one in which they are most confident in their purchase decisions minus how often (%) consumers choose the category as the one in which they are least confident in their purchase decisions.



How to read this graph: Respondents were repeatedly and randomly shown three of the above categories and asked to select which category they felt most and least confident that they could make the right purchase choice for themselves. With groceries as an example, X% of the time it was presented, in relation to the two other categories shown, it was selected as a consumer’s most confident category; Y% of the time it was presented, it was selected as their least confident category, resulting in a net confidence score of X%-Y%.

Source: Accenture Consumer Pulse Research 2024, China sample N=2,005.

Question: Thinking about how you make purchase decisions, which category in this selection do you feel most confident in making the right choice for you, and which do you feel least confident in making the right choice?

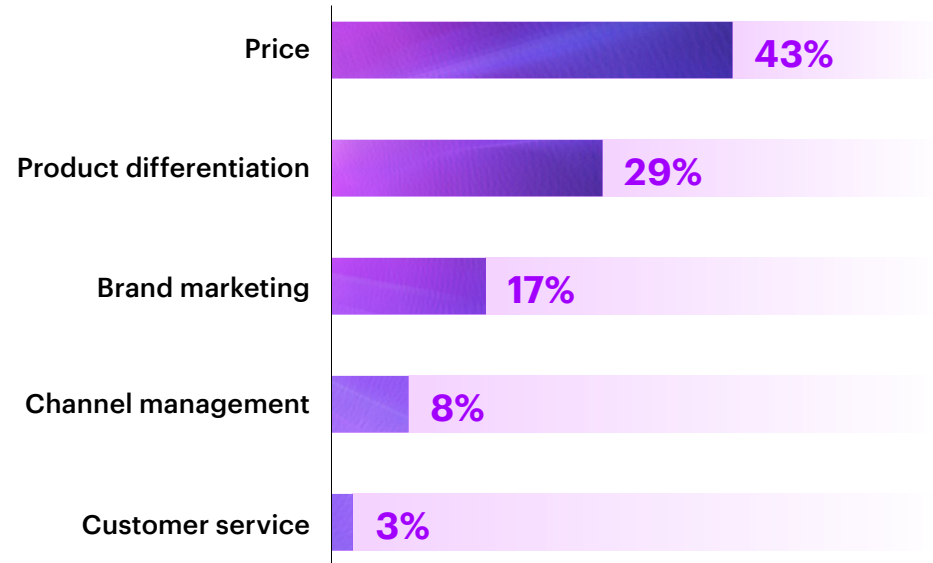
Marketing myths: the brand appeal paradox

To deal with fierce market competition, companies have adopted various strategies to enhance their brand appeal with consumers and compete for market share. However, these actions have inadvertently exacerbated the information overload, making it harder for brands to stand out.

To understand how companies in China are addressing—and potentially adding to—consumer fatigue, Accenture conducted a survey of 120 Chief Marketing Officers (CMOs) from prominent domestic and international brands in August 2024. The survey spanned industries such as fast-moving consumer goods, retail, consumer electronics, household appliances, automobiles and tourism (including hotels, airlines and theme parks).

Faced with increasingly cautious consumer behavior and heightened price sensitivity, most brands have focused on tweaking their products and pricing. We found that 40% of the surveyed CMOs consider price to be the primary competitive lever in their industry, while 30% believe it to be product differentiation (see Figure 2).

Figure 2: CMOs in China see pricing as the key competitive battleground
Proportion (%) of CMOs who believe this is the primary competitive lever in their industry.



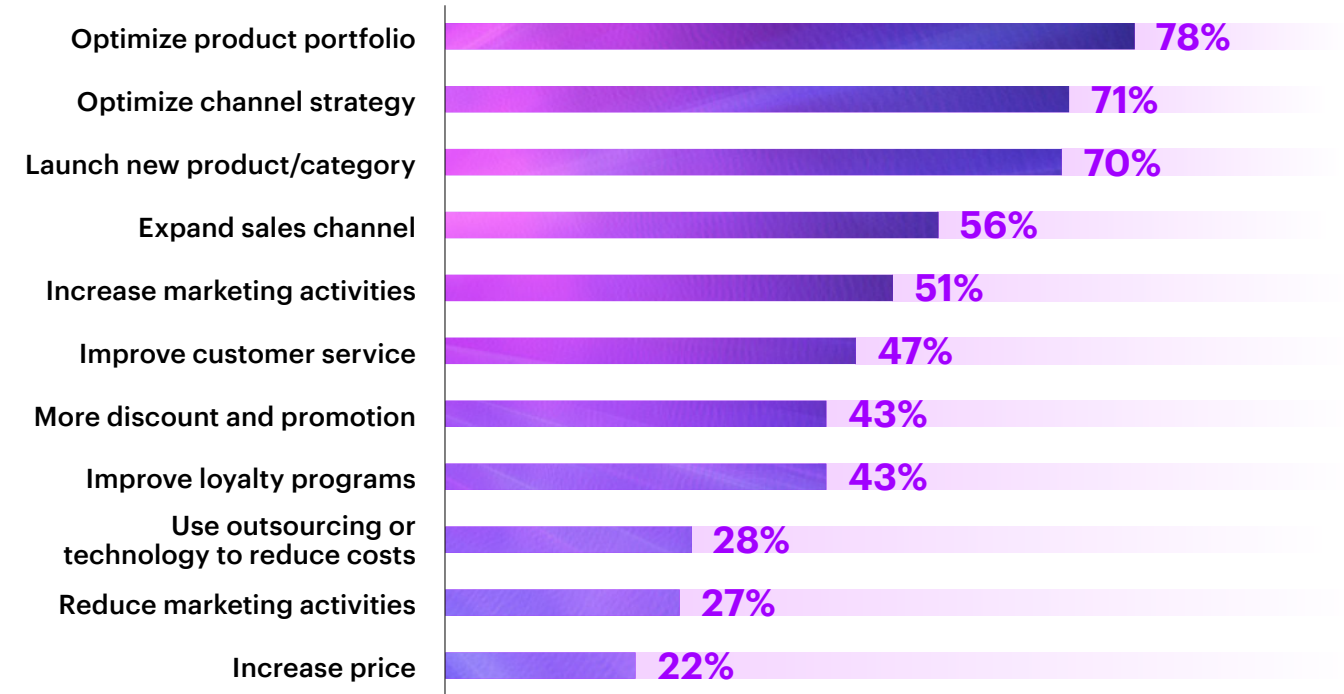
Source: Accenture 2024 China Market CMO Research, N=120.

Question: Based on your observation, what is the primary method of competition in your industry? (single choice).

How are CMOs responding to competition? The most popular approaches are product- or channel-centric. For example, 78% plan on optimizing their product portfolios and 71% will be launching new product categories. Channel-centric approaches—such as optimizing the channel strategy and expanding sales channels—are also widely-adopted. At the same time, companies chose an average of five measures, reflecting complexity and scale of their current challenges (see Figure 3).

Figure 3: Companies are implementing multiple measures to address external challenges

Proportion (%) of companies that took this measure.



Source: Accenture 2024 China Market CMO Research, N=120.

Question: What measures has your company taken in the past year to address external challenges? (multiple choice).

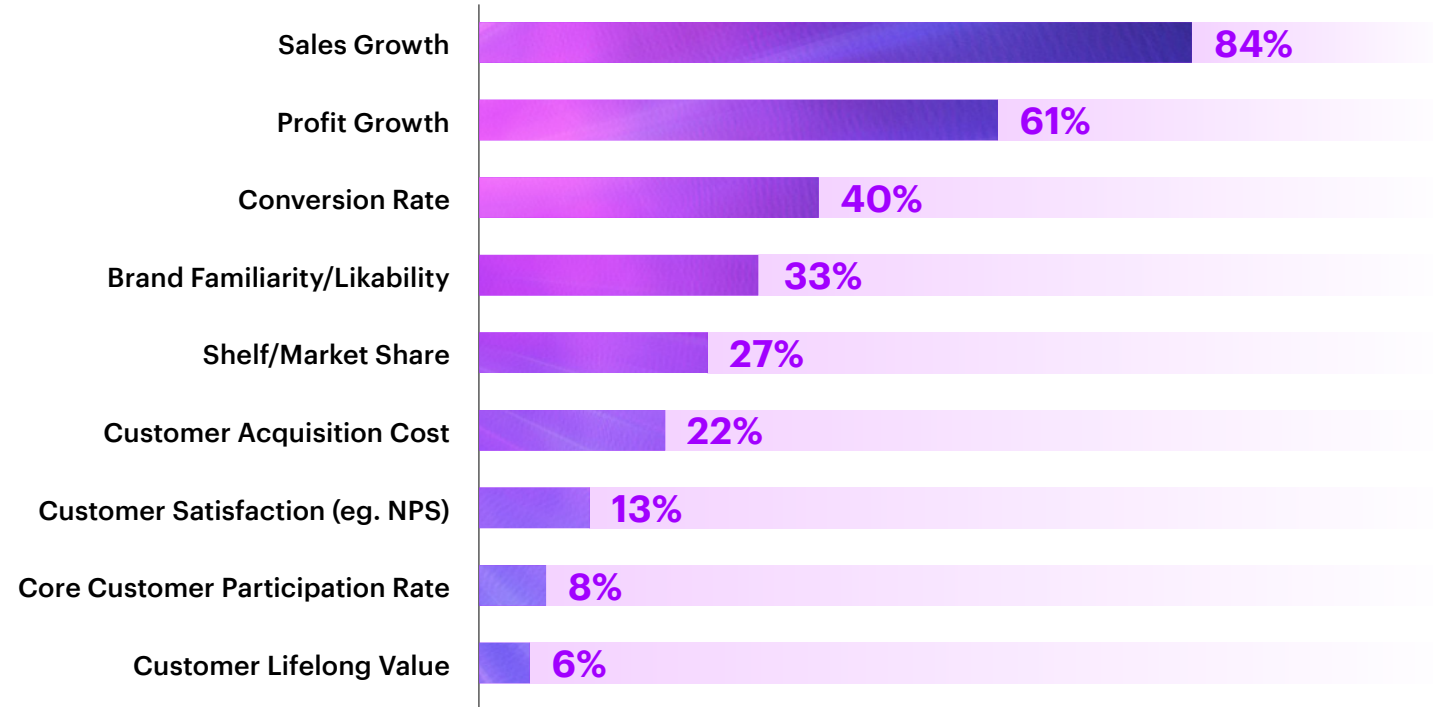
Note: Surveyed CMOs are all from well-known brands, while China's market also contains many small, medium-sized brands, new brands and white-label products.

Marketing becomes a key growth driver

Facing growth pressures, companies are zeroing in on the Return on Investment (ROI) of their marketing initiatives. Sales, profits and conversion rates have emerged as the top performance metrics for marketing departments (as shown in Figure 4). Marketing departments must not only enhance brand visibility but also ensure that each marketing expense translates into substantial sales conversions.

Figure 4: Financial indicators are the primary focus for measuring marketing effectiveness

Proportion (%) of CMOs selecting this indicator as one of their top three.



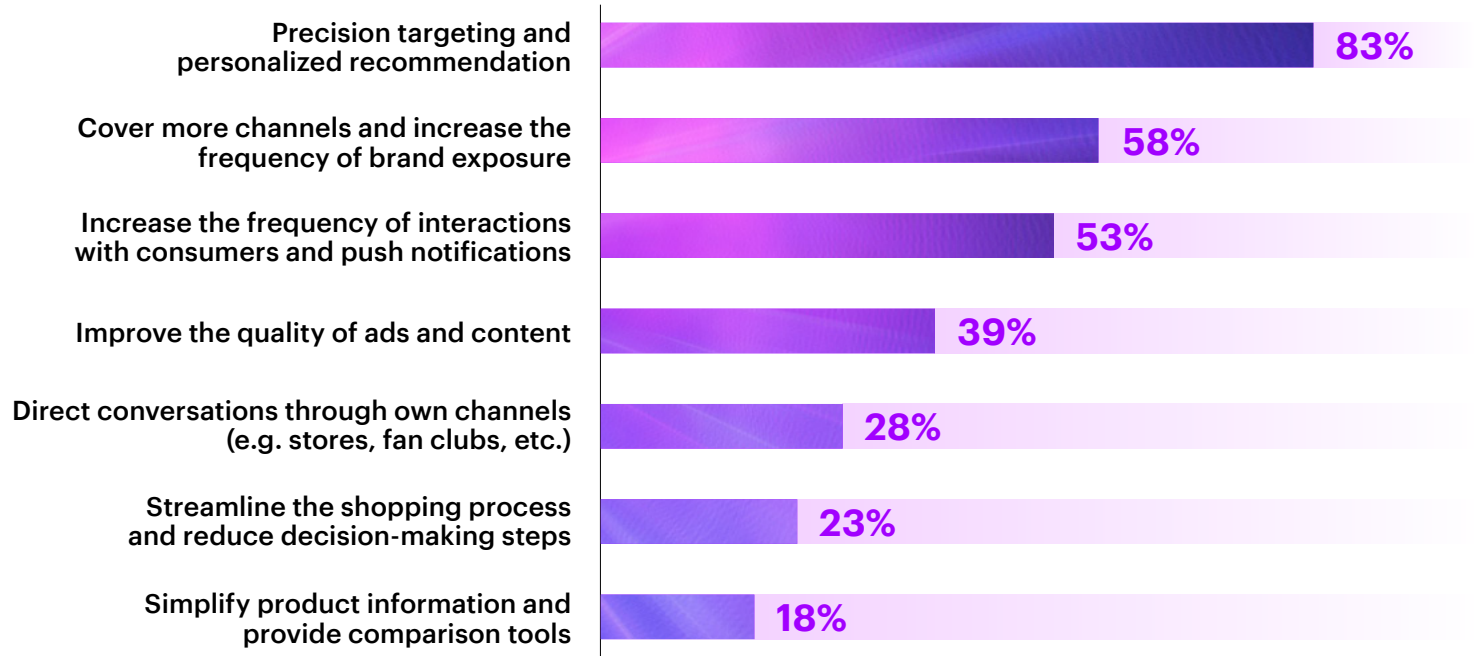
Source: Accenture 2024 China Market CMO Research, N=120.

Question: Which of the following KPIs are most important to your company when evaluating the success of the marketing team? (Select top three in order).

As Chinese consumers are scattered across many channels and constantly trying new ones, businesses are turning to precision marketing as their primary strategy to seize sales and conversion opportunities. At the same time, they're also boosting channel coverage and increasing the frequency of brand exposure to maximize their reach (see Figure 5).

Figure 5: Precision marketing is the main response to consumer fragmentation

Proportion (%) of CMOs selecting this option as one of their top three.



Source: Accenture 2024 China Market CMO Research, N=120.

Question: How is your company addressing the issue of consumer fragmentation? (Select top three in order).

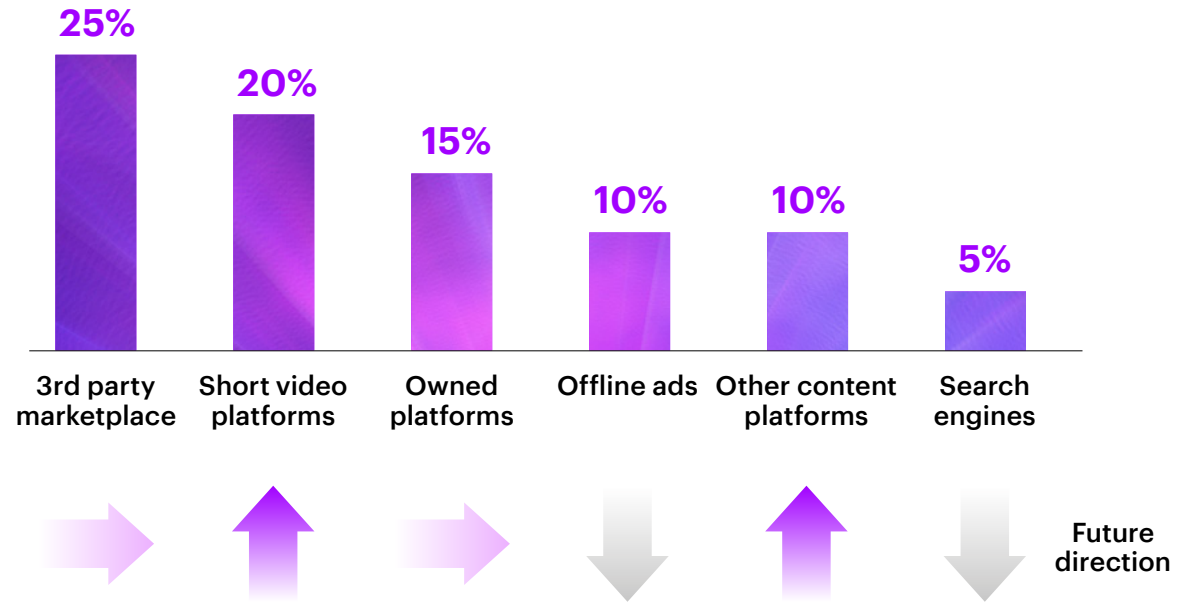
Marketing budgets are diversifying across channels, with a growing emphasis on performance marketing

In practice, marketing budgets are being allocated across numerous channels, with online platforms securing the majority of spend while offline ads receive just 10% (see Figure 6). Currently, third-party e-commerce platforms like Taobao and JD.com dominate, but looking ahead, 70% of CMOs intend to pump up spending on short video platforms such as Tiktok and Kuaishou. Additionally, 57% anticipate increasing investments in other content platforms like Red (Xiaohongshu) and Bilibili within the next year.

In the US, although online marketing is indeed growing, there remains a strong commitment to offline channels. In 2023, offline marketing accounted for around 38% of total marketing spend in the US.¹ Traditional media such as TV, radio and offline displays still command a significant portion of ad budgets, especially during major sporting events and elections, when offline advertising expenditures tend to surge.

Figure 6: Marketing budgets are spread across multiple channels, with online dominating

CMO's projected marketing budget allocation across channels by 2024 (median %).



Source: Accenture 2024 China Market CMO Research, N=120.

Question: In 2024, What's the percentage of your company's marketing budget allocated to each of the following channels? Looking ahead to 2025, how do you expect these allocations to shift?

In contrast, the rapid expansion of and emphasis on online channels in China has directly fueled the growth of performance marketing. Performance marketing involved targeting consumers through precise advertising placements, social media marketing and search engine optimization, with the aim of achieving direct conversions and generating immediate ROI.

In interviews, several CMOs highlighted a dramatic shift in marketing budget allocations since 2019. Previously, performance marketing accounted for less than 40% of budgets, with the majority of funds dedicated to brand advertising, offline channels and traditional media. However, in a notable reversal, performance marketing now commands 60-70% of companies' marketing budgets. Looking ahead, the trend is set to continue, with 66% of surveyed CMOs planning to increase their performance marketing budgets over the next three years (Figure 7).

Figure 7: Marketing budgets shift towards performance marketing

% of CMOs adjusting performance marketing budgets in the past three years and next three years.

Past 3 years



Next 3 years



Source: Accenture 2024 China Market CMO Research, N=120.

Question: Over the past three years, how have your company's budgets for performance marketing and brand building changed? Over the next three years, how do you expect these budgets to change?

However, achieving incremental growth through performance marketing has become increasingly challenging, particularly as the cost of acquiring online traffic has risen. As more companies flock to digital advertising platforms, competition intensifies and significantly drives up cost, in turn diminishing the marginal effectiveness of performance marketing. Companies now need to spend more to acquire customers or incremental sales, which reduces overall marketing efficiency.

Simultaneously, an over-reliance on performance marketing could negatively impact brand loyalty. While performance marketing provides immediate and quantifiable results that help justify marketing spend, it also tends to prioritize short-term conversion and sales goals at the expense of long-term brand building. This short-term focus can lead to a lack of deep emotional connection with the brand and a decline in brand loyalty. Consumers may purchase a brand's products due to temporary discounts or promotions, but they are likely to switch when other brands offer similar deals.



This is a pivotal moment for companies to reignite brand love

Amid an uncertain economic outlook, consumers are being more deliberate with every purchase. Demand for non-essentials is dipping, and people are less likely to try new products.

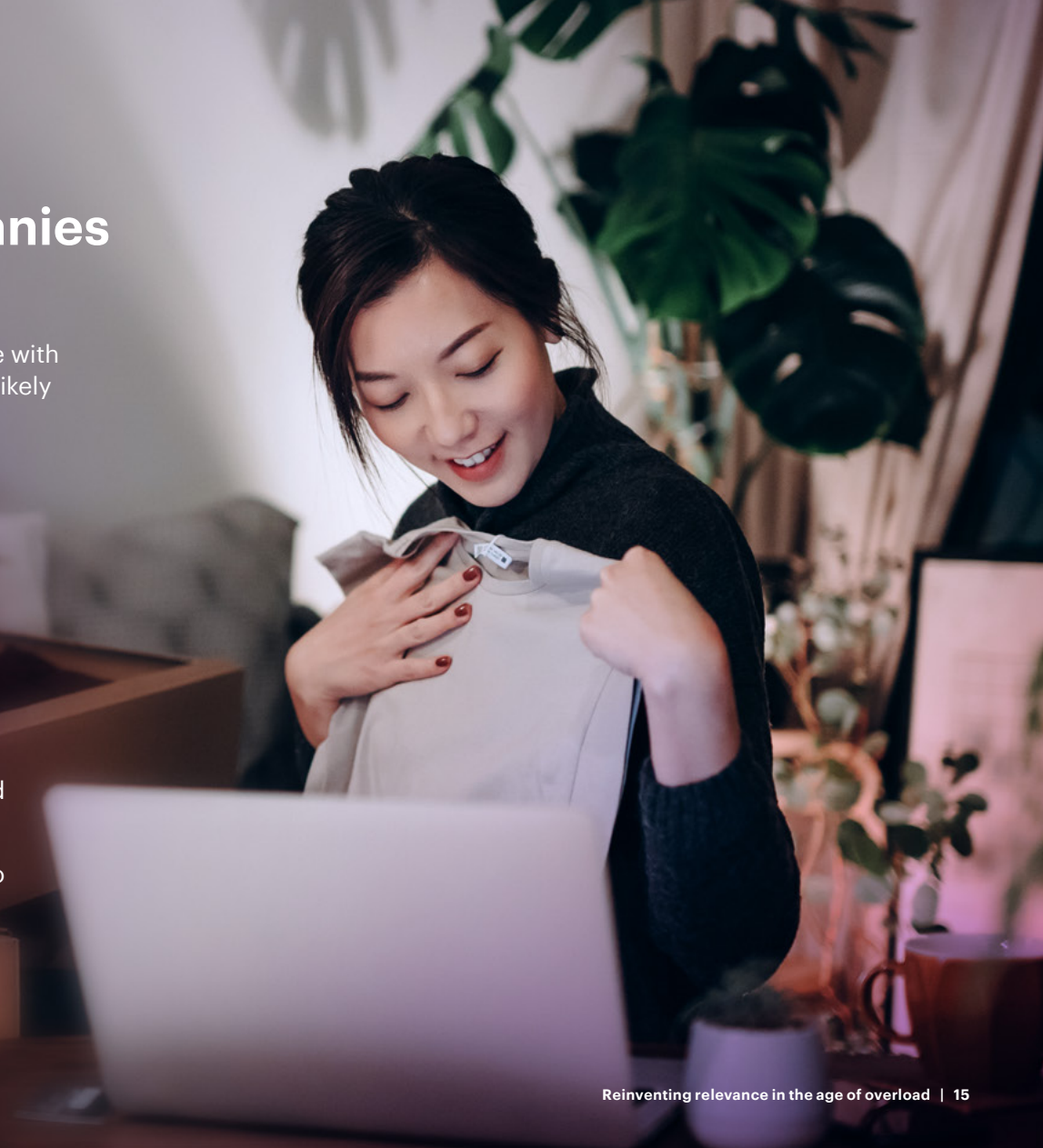
Research shows that

67%

of Chinese consumers (compared to 52% globally) say they are more decisive about what they want than they were three years ago.

This means only brands and channels that meet consumers' core needs and deliver top-notch experiences will make it onto their "trust list".

As consumers' future outlook, life attitudes and shopping habits continue to evolve, businesses can't afford to stick with the status quo. If brands don't take this opportunity to foster not just awareness, but genuine brand love, they'll face an uphill battle to re-engage consumers down the line.



Boosting brand love in a busy world

Back to basics

In the age of overload and increasingly discerning consumers, brands need to truly understand their consumer needs and establish long-term relationships through innovative methods to stand out from the competition.



**Your brand,
their need**



**The art of
communication**



**Make decisions
easy with AI**



**Unleash creativity
with technology**

01 Your brand, their need

In the heyday of brick-and-mortar retail, companies could shape consumer perceptions through tangible interactions like product touch, package design, store displays and exceptional customer service. However, the rise of e-commerce and a flood of new brands and categories has made it increasingly challenging for brands to stand out. Additionally, Chinese consumers frequently switch between tasks and their attention is extremely divided, making it difficult for brands to be top of mind.

68%

of CMOs believe that consumers are changing faster than businesses can adapt.

To really stand out—be seen as “the” choice, not just one of many—brands must make strategic decisions instead of attempting to cater to all consumer needs. This involves rigorously assess their value proposition, thoroughly understanding their target customers and ensuring their value is evident and compelling to these consumers.

First, brands need to identify their core customers who are most drawn to the brand’s values and likely to become long-term advocates. Genuinely listen to customer’s voices, steering clear of superficial insight activities.

Next, brands must clarify their positioning. Core positioning is a unique value a brand embodies in the minds of consumers, be it features, aesthetics or services. An unclear brand positioning diminishes market competitiveness and misses the opportunity to sway consumer decisions. Therefore, brands must enhance their positioning through focus rather than diluting their resources.

Furthermore, a brand’s essence, attitude and personality are crucial for differentiation, especially among younger and high-end demographics. When quality or price is comparable, the relevance and connection between the brand and its target consumers become decisive.

Food for thought:

- Who are the brand’s key target groups? Do they remain loyal customers? Why do they choose to leave?
- Generation Z, the digital-native generation, is joining the core consumer base. Meanwhile, Generation Alpha, the AI-native generation, is on the horizon. How do they perceive your brand? What concerns and confuses them?

Survey data shows that only

51%

of Chinese consumers trust that businesses have good intentions

53%

of Chinese consumers trust companies to make honest statements

On the flipside, influencers fare much better

77%

of Chinese consumers trusting them to promote brands they genuinely believe in

Consumers today feel anxious and uncertain as traditional linear life paths—such as entering the workforce, buying a house, starting a family and retiring—are shifting. Stability is being redefined. Survey data from Accenture Life Trends 2024 suggests that 80% of Chinese consumers wish companies would respond faster with new or updated offerings to meet their evolving needs and expectation. Brands that deeply understand consumers' unspoken needs, engage in equal and open conversations and provide supportive advice in complex personal decisions will forge stronger emotional bonds with their customers.

Diaper brand Huggies demonstrates through its global rebranding project how focusing on values can create emotional resonance with core consumers. The “We Got You Baby” creative platform emphasizes not only on product functionality, but also on how Huggies delivers safety and comfort in the daily lives of babies and parents. The campaign taps into parents' emotional needs during child-rearing, showcasing Huggies as more than just a diaper brand, but a constant, supportive companion throughout the parenting journey.²

02 The art of communication

In today's digital marketing landscape, the escalating cost of online traffic and increasingly homogeneous online marketing content make it difficult for brands to stand out.

78%

of CMOs believe that marketing methods and content across brands are becoming increasingly homogeneous, lacking differentiation.

While performance marketing delivers more readily measurable returns, an overemphasis on certainty can lead to mediocrity and, ultimately, wasted efforts. Brands need to take control of the interaction and capture the hearts of consumers to make a lasting impression.

Rather than being viewed as mutually exclusive, brand building and performance marketing should coexist and complement each other. Brand building is a long-term endeavor, whereas performance marketing zeroes in on short-term revenue growth. Pitting them against each other for resources and attention only serves to undermine both. As highlighted in a *Harvard Business Review* article, by building more comprehensive brand equity metrics linked to financial results, companies can better balance brand building and performance marketing, thereby boosting returns on both fronts.³

89%

of CMOs believe it is highly challenging to cover all channels while also meaningfully engaging with target audiences.

With rising traffic costs and the constant emergence of new channels, online marketing has nearly monopolized budgets. However, brands should consider exploring “the road less traveled” by shifting their focus on offline life and rediscovering the “nearby”. By creating brand experience stores, interactive exhibitions, and offline social events, brands can offer unique, real-world experiences that cut through the digital noise.

Additionally, brands need to invest more in owned channels and community management to provide distinctive experiences and foster loyalty. While fan communities are not a novel concept, excelling at them is no easy feat. Effective community management should prioritize user needs, offering content and interactions that exceed expectations and cultivate emotional identification and trust over time.

Consumers desire genuine, non-sales-driven interactions. Companies can enhance emotional connections by helping consumers indulge in “useless but beautiful things,” creating delightful experiences and boosting long-term brand appeal. For example, going against the grain to focus on pleasure instead of productivity can help companies stand out.

Integrating online and offline channels is another critical task for brands. It requires not only improving the offline experience—such as enhancing in-store interactions and service quality—but also leveraging

technology like data analytics, personalized recommendations, and robust customer relationship management. Brands need to constantly innovate and adapt to ensure consistency in their brand image and effective engagement across different channels.

One standout example is Chi Forest’s campaign targeting overworked office employees in China, weary of the intense “996” work culture—a schedule requiring 12-hour days, six days a week. The brand offered free cocktails from a mobile truck that traveled across Beijing. To claim a creatively named cocktail like the “KPI highball,” participants had to share their frustrations or negative experiences on a card. This campaign generated significant social media buzz by tapping into the shared struggles of urban professionals through relatable product messaging and user-generated content.⁴

Swiss sports brand On frequently hosts community running events like the On Run Club, welcoming runners of all skill levels. These free activities not only promote a healthy lifestyle but also strengthen participants’ identification with the brand through shared experiences, fostering a sense of belonging and community spirit.⁵

Shiseido’s online-merge-offline (OMO) strategy is two-pronged. In their physical stores, beauty consultants embody the spirit of *omotenashi* (the Japanese philosophy of exceptional hospitality), by proactively anticipating and fulfilling each customer’s needs. Meanwhile, in-store services are integrated seamlessly with digital experiences, ensuring that the personalized touches are mirrored online. This creates interactive beauty experiences and enables consumers to enjoy customized services, even when they’re engaging through online channels.⁶

03 Make decisions easy with AI

Consumers already face numerous pressures in work and life; they want their shopping decisions to be more efficient and stress-free. Survey data shows that nearly 80% of Chinese consumers wish they could find suitable options more quickly and easily. AI could be the key here: 76% of Chinese consumers are open to trying AI advisors, which is significantly higher than the global average of 51%. This presents a clear path for businesses: aggressively use AI to streamline the purchase process, improve service quality and reduce decision fatigue.

However, when asked about addressing consumer fragmentation, only 23% of companies chose to help consumers streamline the shopping process and decision-making steps. Just 18% chose to provide more concise product information and comparison tools (see Figure 5).



To truly understand Chinese consumers, it is not enough to know their preferred channels. It requires a deep appreciation of their diverse needs and challenges, as well as recognizing opportunities these presents (see Table 1).

Generative AI (Gen AI), in particular, could be a gamechanger. Instead of seeing consumers as just transactions, it enables personalized engagement throughout the decision-making process. This technology allows for

a level of tailored interaction that addresses each individual’s unique challenges with unprecedented precision.

Table 1: Decision-making scenarios

	I want to make a decision independently	I want active help to make a decision	I want the decision to be made for me
Need	“I want to be in control”	“I need advice to make the right choice”	“I don’t want to spend time on this”
Challenge	Bombarded by advertising, confused by terminology, and/or overwhelmed by options. May also face high workload involved in researching potential choice	Generic chat bots with limited ability to tailor advice to specific needs. “Personal touch” from real-life advisors available only where accessible	Subscription services minimize repeated purchasing, but adjustment still require manual intervention
Opportunity	<p>Curated experiences</p> <p>Use GenAI, AI and other technologies to anticipate an individual’s needs, deliver tailored content and make hyper-transparent recommendations</p>	<p>AI-powered advisors</p> <p>Fast track the discovery process, highlight the options, and offer expert, personalized advice be it through an AI persona or real-life employee</p>	<p>AI agents</p> <p>Act as a consumer’s proxy, independently handling intricate decision processes to reduce the mental and physical effort required on their part</p>

On top of hyper-personalization at scale, Gen AI can transform how consumers think about and connect with brands, making brands a part of their everyday lives rather than a single purchase. We anticipate that large language models will shift marketing away from mass advertising and towards providing tailored, evidence-based information.

Directly interacting with consumers is not the only way Gen AI can enhance the customer experience. Frontline employees—from retail staff to airline personnel and hotel receptionists—stand to benefit, too. Technologies such as edge and spatial computing enable them to have the company's entire suite of information at their fingertips, all while staying focused on the customer right in front of them.

In the future, this customer-centricity might not even involve customers directly. When companies' AI-powered advisors begin to deal directly with consumers' AI agents trained on their preferences, commerce may become AI2AI. Chinese consumers are uniquely enthusiastic about this prospect, with 79% open to using Gen AI agents to make purchases on their behalf, compared to 55% globally.

Ultimately, the shift from generic to granular will radically change consumer behavior. Companies need to leverage technology to smoothen the consumer decision-making process. Empowering, rather than overwhelming, consumers will build the loyalty that brands need to thrive in a highly competitive field.

RENAI gives each guest at Marriot's Renaissance hotels a personal tour guide, which acts like a local insider who knows all the best restaurants, secret spots and can't-miss attractions at a destination. In a fusion of new tech and traditional hospitality, hotel associates who know their cities well helped to train RENAI. Guests no longer have to wait until check-in to meet RENAI—they can connect even before they leave home.⁷

04 Unleash creativity with technology

The marketing landscape in China is extremely competitive, with channels evolving rapidly. Marketers' skills now have a shorter "half-life," requiring frequent knowledge and techniques updates to stay relevant. Coupled with the relentless pressure from KPI-driven, data-focused processes and a strong emphasis on efficiency, marketers are feeling the heat like never before, putting the vitality of marketing organizations under unprecedented strain.

80%

of CMOs believe the industry is highly competitive. Marketers are facing intense pressure and high turnover rates.

To ensure the best performance across various channels, marketers dedicate substantial time to integrating, analyzing and interpreting data. This leads to "data overload," making it difficult to see the bigger picture. Moreover, excessive emphasis on data can erode marketers' intuitive judgment and creative problem-solving abilities, making marketing work mechanized and programmed.

To address these challenges, companies are using technology to support marketers. Nearly 60% of companies have either purchased or are developing Gen AI tools, primarily for content and creative generation.

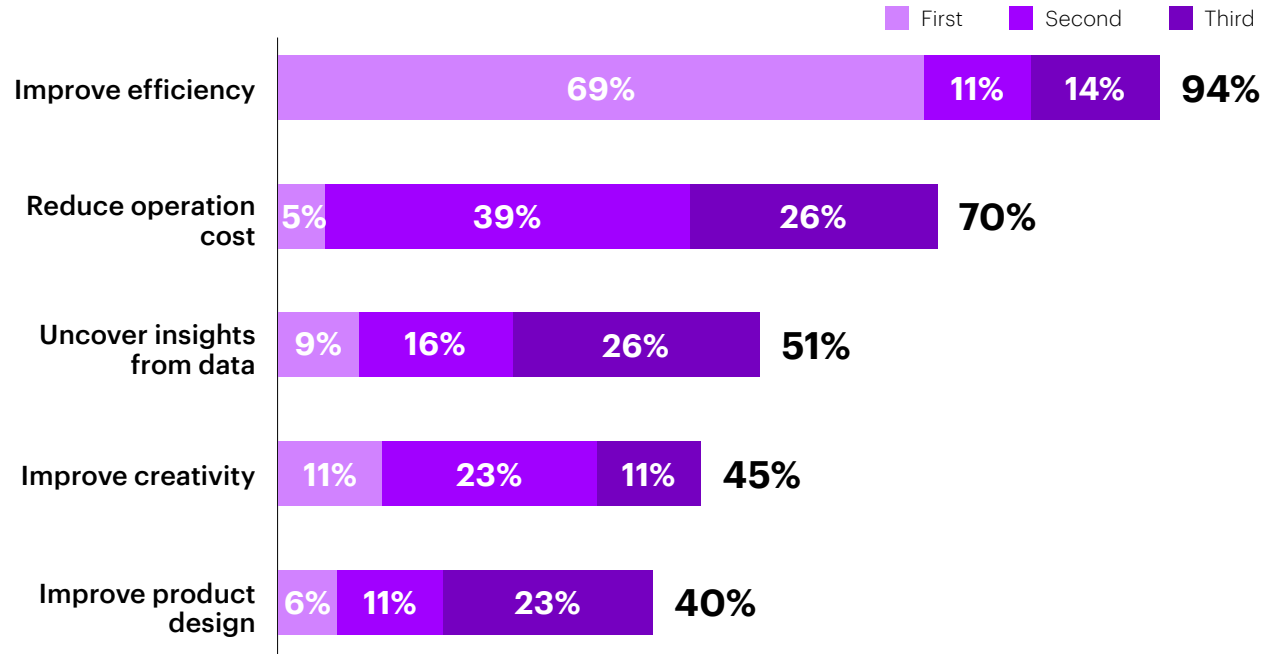


However, it is worth noting that the focus on efficiency and cost is impacting CMOs' expectations and the way they apply Gen AI technologies. Nearly 70% of CMOs see improving efficiency as the main value of generative AI in marketing, while nearly 40% see reducing operational costs as the second most important benefit (see Figure 8). Nevertheless, the excessive pursuit of efficiency may inadvertently stifle innovation and creativity, leading to faster production of mediocre content and potentially worsening consumer fatigue.

Moreover, 65% of the surveyed CMOs expressed slight disappointment with the Gen AI tools available on the market, and 80% of CMOs indicated that they plan to increase human intervention. This suggests that marketers' workload may rise before decreasing.

Figure 8: Most CMOs see value of GenAI for marketing in efficiency improvement and cost reduction

% of CMO choosing each as one of their top 3 values of GenAI tools for marketing.



Source: Accenture 2024 China Market CMO Survey, N=120.

Question: What do you believe is the primary value of generative AI tools for marketing? (Select top three in order).

To truly empower marketing organizations through technology—without exacerbating time demands—companies must provide marketers with sufficient time, budget and autonomy. Clear and consistent guidelines on technology use are crucial. The time and energy saved should be invested in improving creativity and customer experience, rather than merely focusing on boosting efficiency.

Gen AI technology can automate the creation of customized content for different channels while maintaining consistency. However, capturing a brand's unique essence and fostering emotional connections still requires marketers' creativity and intuition. By delegating repetitive and time-consuming tasks to AI tools, marketers can focus more on strategic planning, creative development and brand storytelling.

In today's era of overload, each brand-consumer interaction is incredibly valuable. By using technology to empower teams and ignite passion within marketing organizations, brands can showcase their unique appeal at every consumer touchpoint. This fosters emotional connections with consumers, transcending mere transactions and integrating brands into consumers' lives.

Beyond solely marketing team, lasting brand power also requires collaboration across all company levels. The long-term success of a brand depends not only on marketing strategy and effective execution, but also on aligning product design and manufacturing, logistics, store experience and customer service to consistently delivered brand promise.

Unilever has successfully harnessed the power of Gen AI to drive business innovation and enhanced operational efficiency. Its global AI lab, Horizon3, focuses on optimizing supply chain, developing new products and expediting market decisions, while providing personalized services to customers.⁸

Take Accenture's own operations as an example. By incorporating Adobe Firefly into its marketing services, Accenture has automated repetitive content creation tasks. Gen AI enable teams to produce personalized, brand-consistent content at scale, reducing the need for manual adjustments. This shift has enabled marketers to concentrate on crafting more engaging campaigns and enhance customer experiences, thereby boosting both efficiency and creative output.⁹

Conclusion

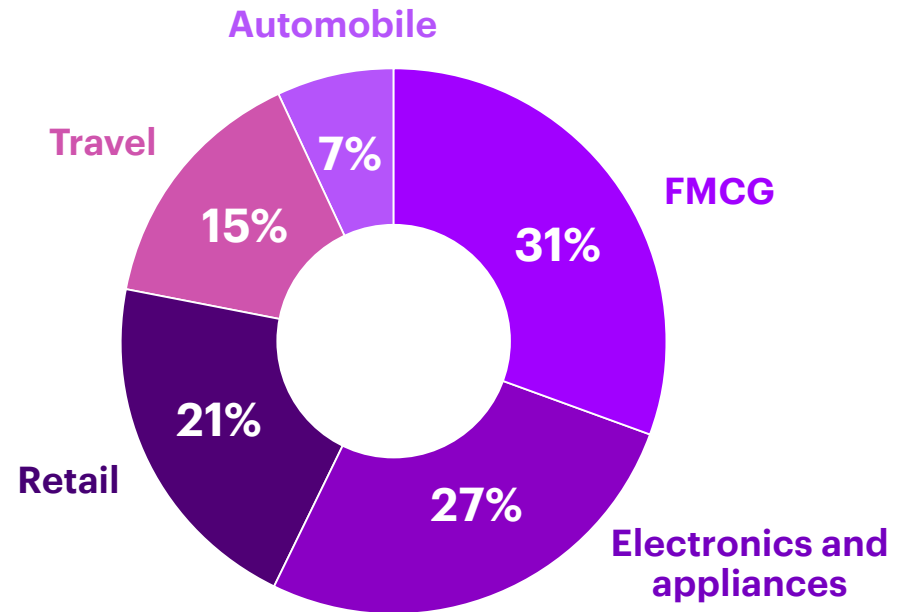
In this pivotal moment, where overwhelmed consumers are checking out without carting out, brands have the unique opportunity to redefine their relationship with customers. By emphasizing genuine connection, thoughtful communication and simplified decision-making, companies can turn complexity into clarity. Generative AI, in particular, has tremendous potential to transform the buying experience—and Chinese consumers are increasingly receptive to it. This represents a generational shift; marketers who act now can become indispensable to consumers.

Methodology

Consumer data comes from Accenture's Consumer Pulse Survey, conducted in December 2023. The global sample size was 19,050, with 2,005 participants from China.

CMO data comes from Accenture's 2024 China Market CMO Research, which included executive interviews and survey. The surveyed industries covered fast-moving consumer goods (FMCG – cosmetics, personal care, food), retail (apparel, food and beverage, toys), technology and electronics (3C, home appliances), automotive and travel (airlines, hotels, theme parks).

The survey was conducted in September 2024 and received 120 valid responses from marketing executives.



Industries covered by Accenture's 2024 China Market CMO Survey

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