

Pop Mart's Marketing Strategies to Attract Consumers

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Abstract. With the increasingly competitive market and the importance of culture to all mankind brought about by economic globalisation, the marketing strategy of cultural and creative industries is a vital issue that all relevant subjects need to take into consideration. Pop Mart, as one of the most successful and popular cultural and creative brands, is worth learning from. In this article, the author studies Pop Mart's marketing strategies and the brand personalities it has to attract consumers and to build market competitiveness. Based on the questionnaire survey of "Pop Mart's Strategy to Attract Consumers" in 2025, a variety of possible factors are directly shown to people for them to choose from. The study found that the attractiveness of offline physical stores, the aesthetics of appearance, the attractiveness of IP image, and the development of the international market are the most important factors that make them popular with consumers. At the same time, people should pay particular attention to the construction of offline stores.

Keywords: Pop mart; marketing strategies; consumers; product.

1. Introduction

Nowadays, with the development of economic globalisation, the market scope is vast, covering the whole world, which leads to a fiercer market competition. In order to stand out in this competition, innovation is particularly important. Culture is a spiritual force, a source of national values, and a basic condition for determining the cohesion and creativity of a nation. Therefore, cultural industries are particularly valued. In order to gain a competitive advantage in the market, cultural industries are always combined with diverse creativity, which are called cultural and creative industries. As an emerging cultural and creative industry brand, Pop Mart is enough to be considered as one of the leaders in the industry. Recently, Pop Mart International Group released its 2024 annual financial report. According to the financial report, Pop Mart achieved a revenue of 13.04 billion yuan in 2024, a year-on-year increase of 106.9%; After adjustment, the net profit was 3.4 billion yuan, a year-on-year increase of 185.9%. This is the first time that Pop Mart's revenue has exceeded 10 billion yuan. After the financial report was released, as of press time, the market value of Pop Mart has exceeded HKD 200 billion [1].

The article "Pop Mart's Marketing Strategy" points out that Pop Mart transforms consumers' deterministic behavior of "buying" into random behavior of "drawing", which brings consumers a sense of curiosity and excitement, promoting their purchases. This article discusses the impact of product, pricing, channel marketing, and online marketing models on purchasing behavior (see Figure 1) [2].

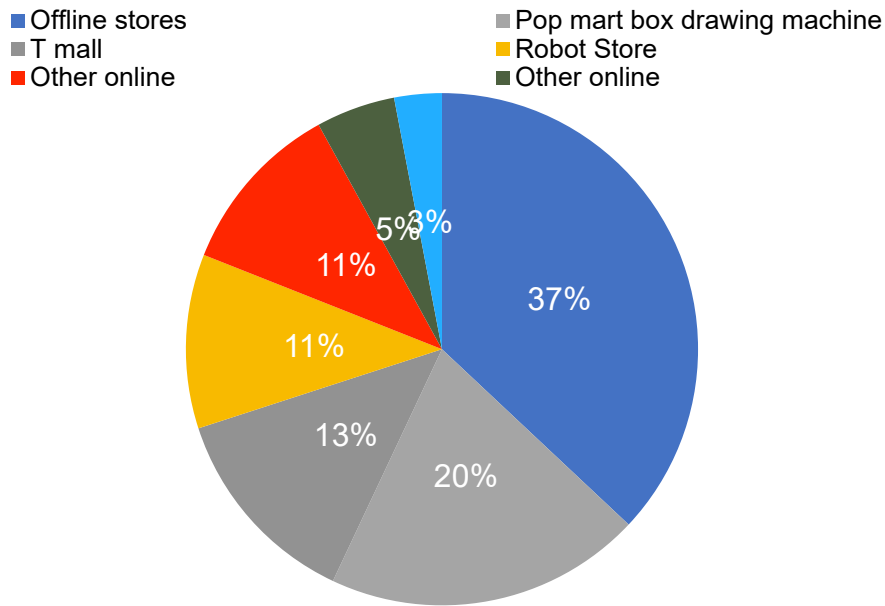


Figure 1. Proportion of Pop Mart Revenue Channels in 2021

For the researches on Pop Mart's marketing strategies, most of the previous literatures pointed out that it captured consumers' curiosity and other psychologies. An article says that consumers are unable to specify the specific style of the product before making a purchase, which creates unknown possibilities and expectations for the consumer experience. This uncertainty not only greatly arouses consumers' curiosity, but also increases their expectations for blind box results and the possible sense of surprise they may receive [3]. Another article titled 'Emotional Economy Gives Birth to a New Ecology of Trendy Games' says that young people express their personality, relieve stress, and form emotional support through trendy play. 'Industry insiders believe that the performance growth of Pop mart is not only a victory for its business model, but also a microcosm of the emotional economy era. Currently, the blind box mechanism, limited edition design, and IP storyline have stimulated consumers' desire for collection and social sharing.' it says [4]. However, there still exists research gaps. For example, it seems that premier researches haven't involve the elements of the quality of the products, creating trends through advertising and other means, the continuous introduction of new products which brings consumers a sense of freshness and the desire to buy constantly. Through this study, people can learn about Pop Mart's grand personality. By learning from its experience, entrepreneurs and operators may also become successful on making their brands. More brands of high quality there are, more people with financial means will be attracted, which can promote sound development of the market economy. The research topic is about the strategies Pop Mart use to attract customers. Publicating a questionnaire is the research method adopted. It was distributed to more than 50 people from all walks of life with a certain economic income. It presents the specific possible reasons to the public for their choice. And it aims to know the reasons why consumers like to buy products of Pop Mart and to attract those who have no willingness to buy or don't know to buy.

2. Methods

2.1. Questionnaire Survey

2.1.1. Research Object

They are aged 18 to 30 with a certain level of purchasing power. Having a certain level of purchasing power is the foundation of their purchasing ability. Between the ages of 18 and 30, they are in their youth stage and have a stronger curiosity about things, making their purchasing behavior more impulsive.

2.1.2. Questionnaire

The questionnaire consists of 13 questions, divided into personal information and questions related to Pop mart purchases. And the questions are different between people who know Pop mart and the ones who don't know (see Tables 1-3). People could see the proportion of people who know it and the else (see Figure 2).

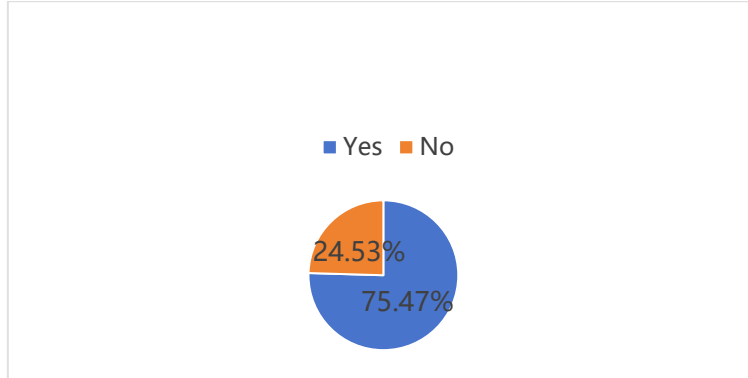


Figure 2. Do You Know Pop Mart?

Table 1. Questions About People Who Know Pop Mart

Questions	Options and their percentages
How do you know POP MART? [Single Choice]	Recommended by family and friends 43.59% Ads on the internet 7.69% Shops in the malls 48.72%
What about the frequency you buy products of POP MART? [Single Choice]	Always 20.51% Occasionally 58.97% Never 20.51%
What makes you want to buy products of POP MART? [Multiple Choice]	The quality 33.33% The creativity 48.72% The appearance 51.28% IP attractiveness 43.59% I like collecting 28.21% For social sharing 25.64% The promotional activities 12.82% The scarcity of limited editions 17.95% Curiosity about hidden models 35.9%
Where do you always buy the products? [Single Choice]	Offline stores 74.36% The online flagship store 17.95% Second-hand markets 7.69%
How much have you ever cost on the products of POP MART? (RMB) [Single Choice]	Under 100 38.46% 100-500 20.51% 500-1000 10.26% 1000-10000 23.08% Over 10000 7.69%
What do you think are the differences between POP MART and other cultural and creative brands? [Textbox]	Quality Cuteness IP Bold innovation and grasping the needs of the market give customers unparalleled visual enjoyment from appearance to value. Hidden items
Please give us some suggestions to make POP MART better. [Textbox]	Price Co-branded Promotional activities Advertise more More focusses on the characteristics of domestic customers and integrates Chinese-style elements.

Table 2. Questions About People Who Don't Know Pop mart

If I tell you that Bubble Mart's products are mainly exquisite and beautiful blind boxes and toys, will you be willing to buy them? [Single Choice]	Yes 61.54% No 38.46%
Could you please describe the reasons why you have no interest in blind boxes? [Textbox]	No interests. Don't believe.

Table 3. Personal Information

Your gender: [Single Choice]	Male 46.15% Female 40.38% Inconvenient to inform 13.46%
Your age group: [Single Choice]	Under 18 3.85% 18-30 82.69% 31-60 7.69% Over 60 5.77%
Your (parent's) monthly income (RMB): [Single Choice]	Under 5000 13.46% 5000-10000 46.15% Over 10000 40.38%

2.1.3. Questionnaire Distribution

The author conducted a survey in the form of a questionnaire among 52 individuals aged 18 to 30 with a certain level of purchasing power. About three-quarters of the collected information is valid. The questionnaire was distributed on WeChat Moments.

2.2. Interview

In order to gain a deeper understanding of consumers' views on Pop mart, the author also randomly selected several interviewees for interviews.

Three interviewees were interviewed this time. Their information is shown in Table 4.

Table 4 Interviewees' Personal Information

Character code	Name	Age	Job
A	Ms Li	15	College student
B	Mr Chen	26	Musician
C	Mrs Zhang	47	Journalist

The outline is about people's points of views on Pop mart.

The author randomly selected three people with significant age differences from her WeChat friends as interviewees and asked them questions to obtain their answers.

3. Result

3.1. The Result of the Questionnaire

The author conducted a survey in the form of a questionnaire among 52 individuals In the survey questionnaire, the author found that 75% of the respondents had heard of Pop Mart, while the other quarter had not heard of it. Although Pop Mart has great appeal, there is still room for improvement. Among the respondents who have not heard of Pop Mart, 60% are willing to purchase exquisite and beautiful blind boxes and toys, indicating that we have ways to attract more potential consumers. In

the survey questionnaire, we can also see that 48.72% of the respondents learned about Pop Mart through offline physical stores, 43.59% of the respondents learned about it through recommendations from family and friends, and less than 10% learned about it through online advertising. The attractiveness of offline physical stores is the greatest (see figure 3), and this advantage should be promoted. In the attractiveness factors of Pop Mart, we listed quality, creativity, appearance, IP image attractiveness, consumer collection preferences and their willingness to share on social media, promotional activities, scarcity of limited-edition products, and consumer curiosity about hidden items (see figure 4). In the survey questionnaire, we can confirm that these are all factors that consumers hope to purchase Pop Mart, with creativity, appearance, and IP image attractiveness accounting for a larger proportion, and promotional activities accounting for the smallest proportion. This indicates that Pop Mart's products have strong enough appeal to attract consumers without the need for promotional activities. However, adding some promotional activities appropriately can reach consumers with relatively weaker economic capabilities. In the survey questionnaire, we also found that 74.36% of the respondents chose to purchase from offline physical stores.

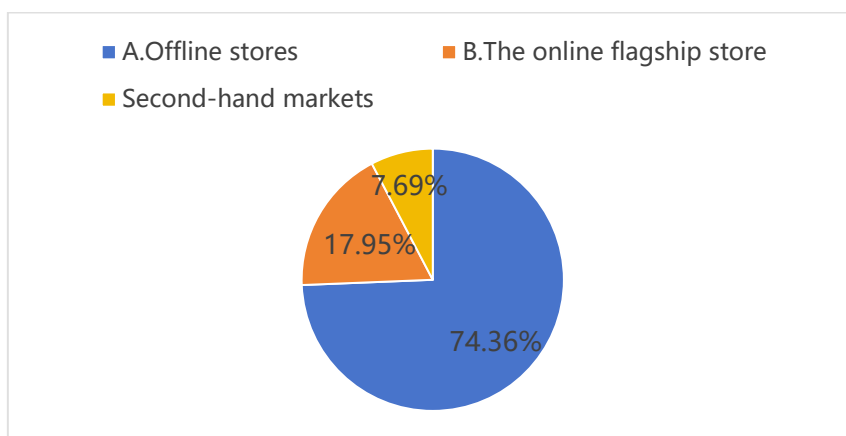


Figure 3. Where Do You Always Buy the Products?

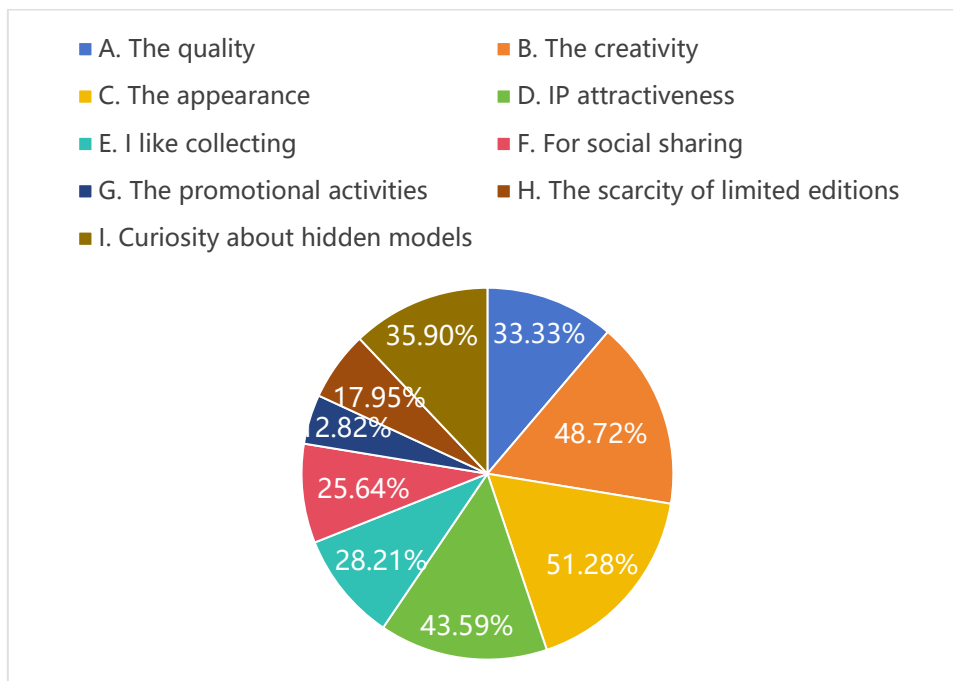


Figure 4. What Makes You Want to Buy Products of Pop Mart?

3.2. The Result of the Interview

Then the author also interviewed three people of different ages and jobs, A, B, and C. Interviewee A said that she hasn't bought products like blind boxes because she's not interested in them. She pointed

out that they are just decorations, with no actual functions. She thought those who are interested can buy and those who are not interested can just swipe away. Interviewee B said, "I have never purchased products such as blind boxes myself. But if my girlfriend likes it, I can buy it for her. Because I feel that as a boy, I am not the target audience for Pop Mart, girls are. And for me, their product is just a plastic doll and a bit expensive. However, I believe that those who are willing to purchase them can definitely appreciate their intelligence tax and brand value. "Interviewee C wrote some of her opinions to me," Firstly, the unconventional name of the stores gives people a desire to enter. The decoration of the stores and the open placement of goods attract attention and attract more people to choose from. The herd mentality of the public is better utilized here; Secondly, the design of each set of blind box dolls is cute and adorable, with excellent quality and exquisite craftsmanship, which can stimulate the desire to purchase. In addition, the blind box drawing mode is very innovative, which further stimulates the desire to draw the desired doll, and finally price is also within a reasonable range, making it easy to buy. The dense stores of merchants also give them more exposure in front of the public, constantly launching new products to attract consumers to consume multiple times. Internet experts display collectibles online to form fan groups to further promote the brand, and finally form a brand effect. It has become popular in the blind box and handmade industry and has become one of the largest brands in the country."

4. Discussion

According to the interviewee's advice on Pop Mart, the majority of them provided suggestions on the price. In Pop Mart's products, the price range for small blind boxes is roughly between 50 yuan and 70 yuan, for medium-sized figurines it is around 300 yuan, for large plush toys it is around 500 yuan, and for large figurines over 1000 yuan. These prices are indeed relatively high for ordinary working-class people. However, perhaps Pop Mart is positioned as a relatively more economically capable group of people. And this price is also acceptable for the general income group. Consumers can choose the products they want to purchase based on their financial ability. Keeping Pop Mart at a relatively high price point is also beneficial for enhancing its brand image, making consumers perceive it as a product that is relatively scarce and to some extent represents their own economic ability. Regarding the issue of price, Pop Mart can launch products of different levels according to consumers of different social classes. The current lowest price for Pop Mart is around 50 yuan. Perhaps he can lower the minimum price and launch products at a lower level, such as small pendants priced around 30 yuan or cards priced around 10 yuan. This can meet the demand of more consumers for lower prices.

The interviewer suggested that Pop Mart should pay more attention to the diverse customer preferences for different IP images. Enriching the IP image, collaborating with more existing popular IP images, and innovating more new proprietary IP images is a great strategy. Pop Mart has already done a great job in this area, launching IP images such as Molly, Dimmo, Bunny, Skullpanda, Labubu, Pucky, and more. People can use the game 'Rolling Sky' to create an IP image. It grants the rights of developers to the public, allowing them to independently create maps. The public can submit their created maps to developers, who then choose high-quality works to be made public to the general public. Pop Mart can also give the rights of developers to the public. Set up some competitions, such as the 'Most Adorable Image Creation Competition', for interested and capable individuals to submit their works, and then have the general public vote to choose their favorite images, and produce these images into products, giving creators monetary incentives. In this way, a creative small group of people in the crowd will create a series of new IP images, providing more choices for the Pop Mart brand, and their talents will be utilized to win economic benefits, killing two birds with one stone. In fact, Pop Mart has already put the method into practice. 'In the process of cultivating native IPs, the two-way co creation model formed by designers and users has given birth to iconic IPs such as Molly and Dimoo.' An article said [5].

Another interviewee suggested integrating the product with Chinese-style elements. Contemporary young Chinese people may no longer value traditional Chinese culture as much as they pursue fashion

and novelty. By combining traditional Chinese culture with modern fashion elements, young people will also revisit Chinese culture in this way and see their values and shining points. In addition, while promoting the product to the world, it also promotes Chinese culture to the world. This is a great strategy for promoting Chinese culture and protecting its traditions. 'Chinese brands, with efficient design and production cycles, combined with cultural creativity, no longer rely solely on traditional production models, but quickly respond to the needs of global consumers through precise market positioning. By building an ecological loop of 'IP incubation content production derivative development', we aim to transform China's cultural resources into products that are loved by global consumers, and continuously deepen the emotional value of culture, promoting the continuous appreciation of brands in the global market.' An article quotes what Xianping Lin says [6]. In fact, at the level of overseas business, Pop Mart actively promotes the construction of overseas business segments, adds online cross-border e-commerce consumer purchasing channels, and has also opened offline stores in Europe, America, and the Asia Pacific region. At the same time, it has held large-scale overseas trendy toy exhibitions, comprehensively laying out the development of overseas trendy toy culture [7].

5. Conclusions

This article focuses on how Pop Mart attracts consumers through marketing strategies and its brand personality. The author drew the following conclusions through survey questionnaires and interviews: Firstly, it can be found that the attractiveness of appearance creativity and IP image is the main factor that attracts consumers to Pop Mart. Secondly, it is obvious that offline physical stores are the main way for people to learn about Pop Mart, indicating that this is a major advantage worth promoting. They should focus more on offline physical stores and operate and build them with care. Then, the marketing strategy is diversified, and people can enhance the value of the brand in all aspects and at multiple levels. The author also drew on the suggestions of the interviewees. One reason is that Pop Mart can maintain its high-priced products, while also launching some lower-priced products to meet the economic capabilities of a wider range of consumers, thereby attracting a wider consumer base, not just the middle and high-income groups. The second is that the IP image can be more diversified. The author came up with a way to create some creative competitions, so that the creators of IP images can not only be professional designers, but also people with certain creativity and design abilities among the general public. The images designed by people are then applied to product production through voting. The third is the integration of products and Chinese culture, which not only deepens the Chinese people's clear understanding and confidence in their own blood, but also leads the Chinese culture to be better understood around the world. More businesses and entrepreneurs can also learn from Pop Mart's marketing strategies and develop suitable marketing strategies based on their own actual situation. The author also recognizes the shortcomings of their research. On the one hand, the sample size is too small and limited. The author only surveyed 52 friends in WeChat Moments, and they all have relatively high economic ability, which does not fully cover the wider general public. On the other hand, the number of literatures is limited and there is insufficient reference.

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