



CHINA'S GREATER BAY AREA IN THE SPOTLIGHT: TAPPING INTO NEW GROWTH OPPORTUNITIES IN THE GREATER BAY AREA

The Guangdong-Hong Kong-Macau Greater Bay Area ("GBA") comprises of two Special Administrative Regions of Hong Kong and Macau, and nine municipalities in Guangdong Province. The Greater Bay Area initiative is a national strategic project driven by economic reform, innovation, increased connectivity and integration, with a view to developing an international first-class bay area ideal for living, working and travelling.

Based on iAudience data, we have tracked and profiled Chinese netizens who followed "Greater Bay Area", highlighting their audience profiles, preference and online behaviors to provide profound insights for marketers in capitalizing on the enormous business opportunities in the Greater Bay Area.

AUDIENCE DEMOGRAPHICS¹⁻²

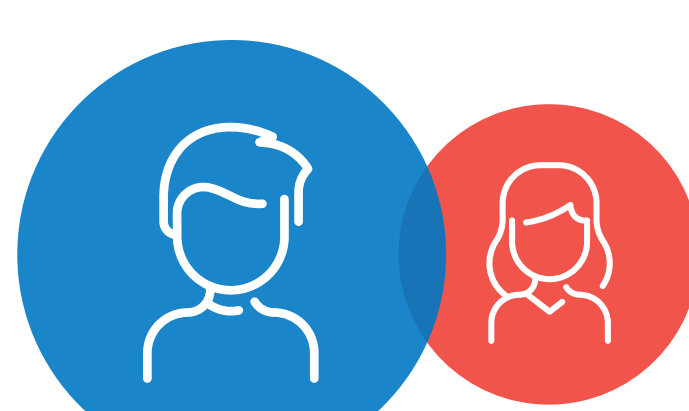
BRAND SCALE



734K

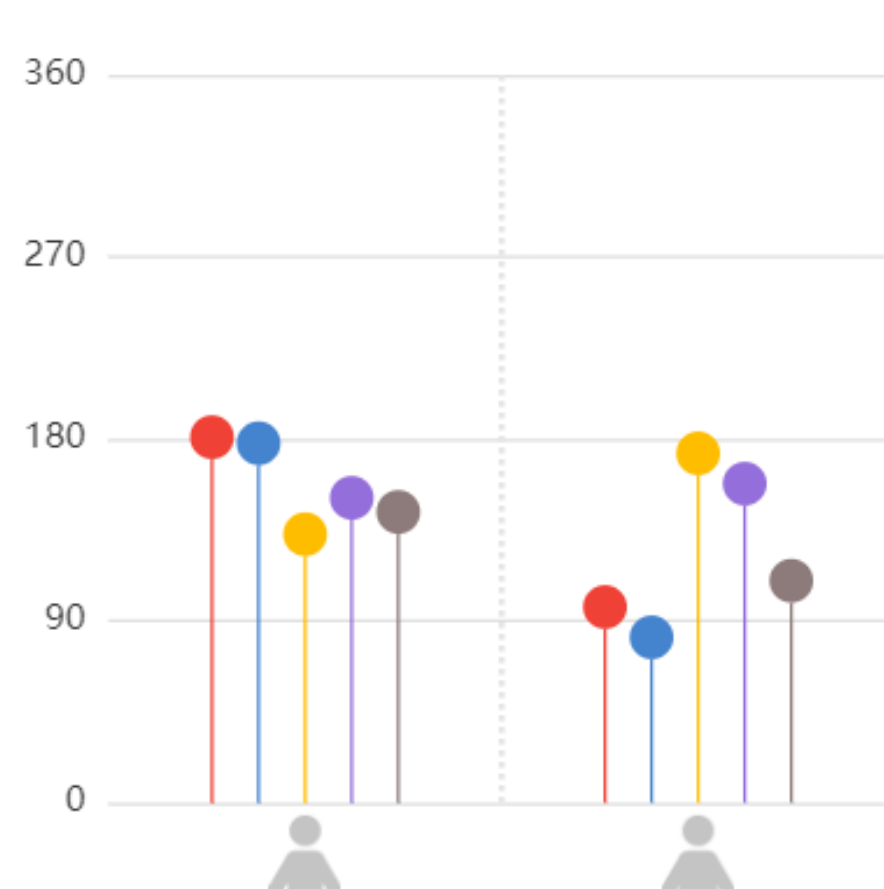
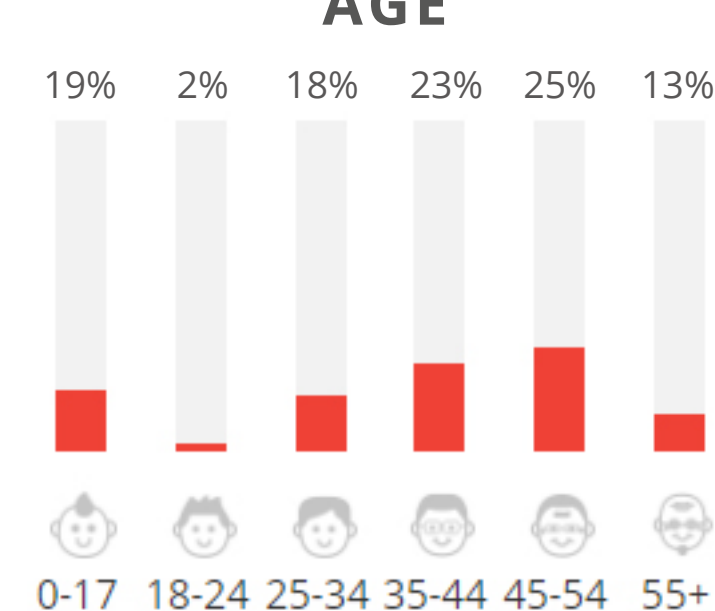
As of 18th Mar 2021

GENDER

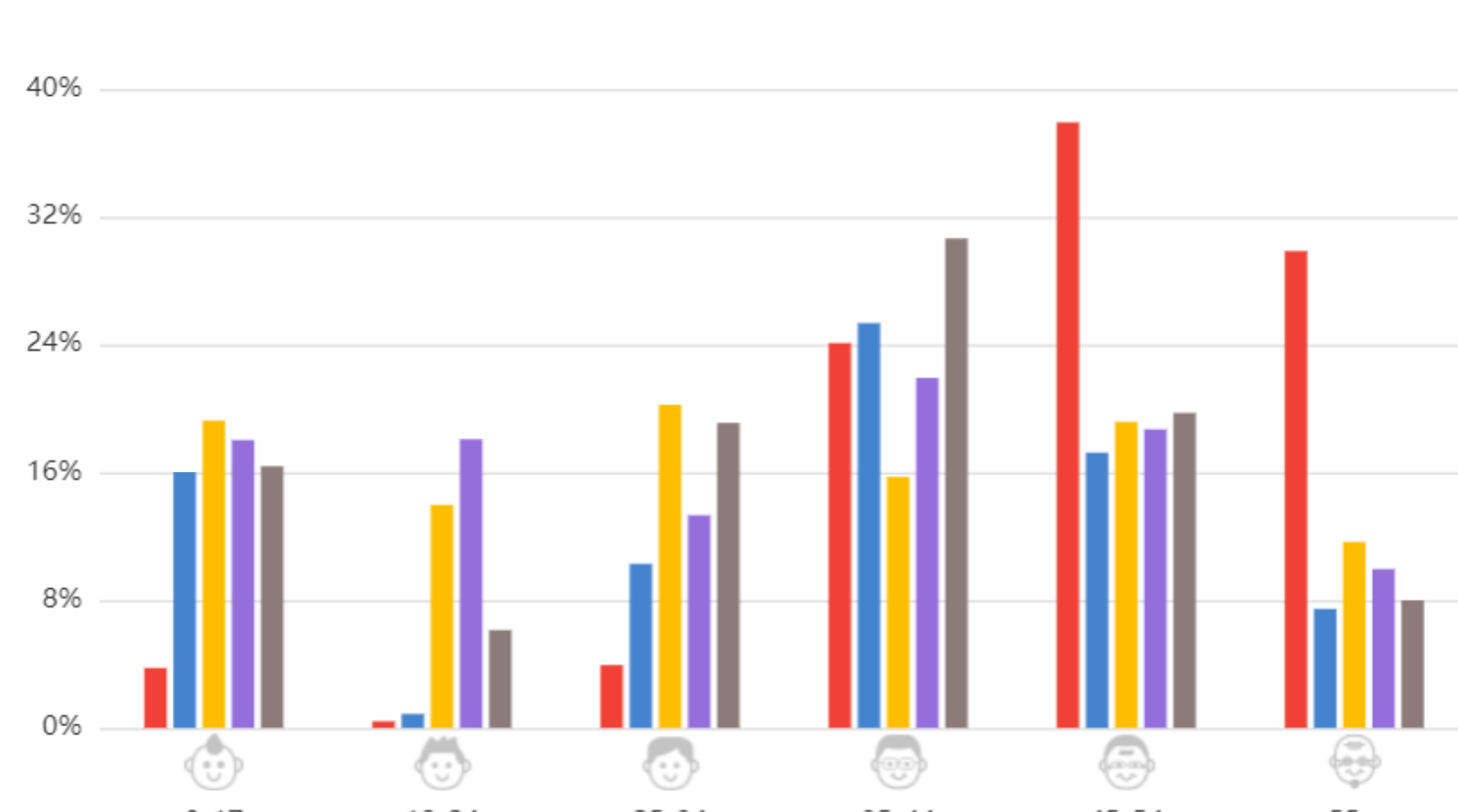


65% 35%

AGE



Greater Bay Area Finance Greater Bay Area Medical Greater Bay Area Dining Greater Bay Area Entertainment Greater Bay Area Technology

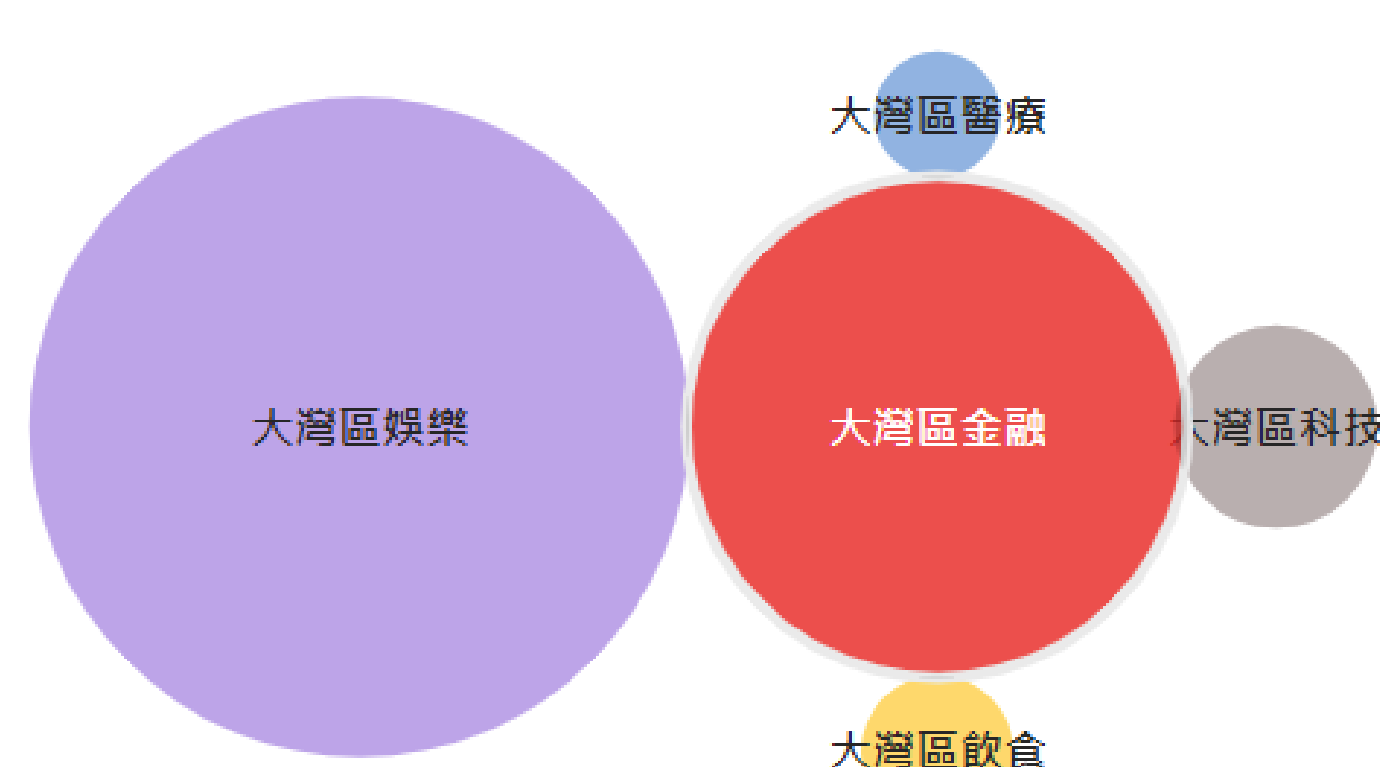


AUDIENCE INTERESTED KEYWORDS³⁻⁴

- Major Cities: e.g. Dongguan¹, Macau², Shenzhen³
- Developments: e.g. Tourism Development⁴, Industrial Development⁵, Innovation Development⁶
- Transportations: Cross-border⁷, Inter-city Rail⁸, Railway⁹



AUDIENCE INTERESTED CATEGORIES IN THE GREATER BAY AREA



Greater Bay Area Entertainment	235.76 K
Greater Bay Area Finance	136.26 K
Greater Bay Area Technology	22.28 K
Greater Bay Area Dining	12.61 K
Greater Bay Area Medical	8.68 K

¹⁻⁴Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Mar 2021

KEY INSIGHTS ON CHINESE AUDIENCE FOLLOWING THE GREATER BAY AREA AND RELATED TOPICS



01

Finance and Medical are the main focuses for **male audiences** in the GBA, while **female audiences** are more engaged with the topics on **Dining and Entertainment**.

02

Majority of the **Tech and Medical Startup Entrepreneurs** in the GBA are **Mature Adults (35-44)**.



03

Transportation Arrangements in the GBA is the top concern for Chinese audiences.

04

Audiences pay most attention to the developments of **Dongguan, Macau and Shenzhen** in the GBA.

