

New Research from AVC Shatters Chinese-Canadian Marketing Myths

New data challenges common assumptions about cultural marketing and reveals unexpected platform preferences and spending patterns

TORONTO, ONTARIO, CANADA, October 15, 2025 /EINPresswire.com/ -- [AVCommunications](#) (AVC), a leading multicultural marketing agency and recognized expert in Chinese-Canadian market intelligence, today announced the release of groundbreaking research that reveals surprising insights about Chinese-Canadian consumer behaviour, challenging long-held assumptions about cultural marketing approaches. AVC was recently named to 2025 The Globe and Mail's Top Growing Companies list, specializes in multicultural marketing strategy.

The comprehensive study, conducted over summer 2025 across major Canadian markets and supplemented by in-depth focus groups, uncovers unexpected patterns in platform preferences, spending habits, and cultural identity that could reshape how brands approach the Chinese-Canadian market.

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Key Research Highlights Include:

- Platform Disruption: RedNote emerges as the most trusted platform for product research, surpassing traditional assumptions about WeChat dominance
- Seasonal Spending Reality: Christmas significantly outperforms Lunar New Year for Chinese-Canadian spending, with Black Friday claiming second place
- Content Format Surprise: Long-form video content leads



consumption preferences, contradicting the short-video trend narrative

- Cultural Identity Paradox: A significant portion of Canadian-born Chinese consumers show neutrality toward culturally branded products, yet maintain strong family shopping tradition influence
- Generational Platform Gaps: Distinct age-based preferences reveal critical targeting opportunities brands are missing



Team AVC Leading Multicultural Marketing

"What we discovered challenges the stereotypes and surface-level cultural assumptions that many brands still rely on," said Tonia Au, Director of Media & PR and Chinese Practice Leader at AVC. "Chinese-Canadian consumers are far more nuanced than traditional cultural marketing approaches suggest. They're not just Chinese consumers living in Canada—they're creating their own unique consumer identity that blends cultural heritage with Canadian lifestyle preferences. Brands that understand this distinction will have a significant competitive advantage."

The research reveals critical insights about trust-building, language sensitivities, and the role of family influence in purchasing decisions that could significantly impact marketing effectiveness for brands seeking to authentically engage Chinese-Canadian communities.

About the Research Study

The quantitative research was conducted from June 23 to July 30, 2025, across the Greater Toronto Area (73.9%), Greater Vancouver Area (15.9%), and Montreal (3.4%). Additional qualitative insights were gathered through focus groups conducted in August 2025 with Cantonese and Mandarin speakers.

Access to Full Research Study

Complete research findings, including detailed demographic breakdowns, platform-specific insights, and strategic recommendations, are available to qualified marketing professionals and brands. Note to editors: High-resolution images, additional research highlights, and interview opportunities are available upon request.

For access to the complete research study or to discuss Chinese-Canadian market strategy, contact:

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