

The Rise of Blind Boxes: Cultural, Marketing, and Consumer Trends Behind Bubble Mart's Global Success

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Abstract:

As a consumer product full of unknowns and surprises, blind boxes have become popular worldwide in recent years, especially among young consumers in China. This study uses Bubble Mart as a case study to analyse the cultural background, marketing strategies and widespread influence of the blind box industry on consumers. Bubble Mart has successfully attracted a large number of users aged 15-40 who pursue individuality and emotional resonance by collaborating with well-known IPs to create trendy toys with cultural connotations. With the strengthening of the trend of consumption upgrading, blind boxes have not only become a collectible, but also gradually become a symbol for young people to show their individuality and social identity. This article also discusses the uncertain characteristics of the blind box business model and how this marketing model has achieved global expansion through diversified online and offline channels and self-media promotion. Despite its impressive performance in overseas markets, Bubble Mart still faces certain challenges in terms of marketing costs and after-sales service. Through an in-depth analysis of Pop Mart, this study demonstrates the potential and limitations of the blind box industry as an emerging consumer culture.

Keywords: Blind Box, Bubble Mart, Consumer Culture, Marketing Strategy.

1. Introduction

There is a famous quote from the movie *Forrest Gump*, "Life is like a box of chocolate, you never know what you're going to get". A blind box is also like a box of chocolates, full of unknowns, mysteries and uncertainties; you never know what you will get

until you open the box. The concept of the blind box originated in Japan, where some large department stores sell "Lucky Boxes" for New Year's Eve [1, 2]. These boxes contents are unknown at the time of purchase, but the value of the items inside is often higher than the price of the lucky box. Over time, this marketing strategy has become a popular promotion-

al tool during the New Year. a common promotional tool during the New Year. Blind boxes on the market today are becoming increasingly diverse and can be found in a variety of industries, including the apparel industries, including the apparel industry, food industry, cosmetic industry, etc [3, 4]. Blind boxes for popular toys are particularly popular among the younger generation of Chinese consumers [5]. Founded in 2010, POP MART is one of the most popular blind boxes in China. POP MART, founded in 2010, is one of the most popular brands offering blind boxes for popular toys in China. POP MART is one of the most popular brands offering blind boxes for popular toys in China. POP MART collaborates with other world-renowned brands to create pop culture products that appeal to young people based on classic characters [6, 7].

The appeal of blind boxes can be interpreted on multiple levels. First, as a trendy toy, the main user group of blind boxes is young consumers aged 15 to 40, with a larger proportion of women, and more than 60% of them have a bachelor's degree or above. These users not only pursue the collectible value of the toy, but also enjoy the short-lived dopamine rush of opening the blind box, looking forward to the surprise of an unknown outcome. Second, some people regard blind boxes as an "intelligence tax" and believe that there is a certain tendency towards speculation and overconsumption behind them. However, the popularity of blind boxes also reflects the trend of consumption upgrading, especially in China. Compared with previous generations, the post-90s and post-95s young groups are more inclined to express their individuality through consumption. After giving up the pressure of traditional home purchases, their disposable income has increased significantly, which has promoted the popularity of cultural phenomena such as escape rooms, JK uniforms, and Hanfu. Blind boxes are just one of these phenomena [8].

In addition, blind boxes have gradually become a symbol of identity and lifestyle as a form of social currency. For some young people, collecting blind boxes is not just a consumer behaviour, but also a way to show off socially and identify with a culture. With the help of capital, Bubble Mart quickly expanded its market and was successfully listed in Hong Kong, with a market value of 40 billion yuan at one point, becoming a typical representative of China's new economic brands in recent years. This rapid commercial success shows the huge market potential behind blind boxes and marks the rise of a new generation of consumer culture [9].

2. Marketing

2.1 Marketing Planning

For female consumers, develop more beautifully detailed and emotionally rich product lines, such as trendy games themed on pop culture and classic movie characters. In terms of marketing communication, it can cooperate with platforms that are highly frequented by women, such as adopting interactive forms of promotion with fashion and beauty bloggers, and live broadcasting to open blind boxes, in order to enhance attractiveness. For middle - to high-income and urban consumers, launch high-end customized services, such as providing VIP membership services, including pre-access to limited-edition products and participation in the design of collaborative products by high-end artists. This type of services not only attract consumers with higher incomes, but also enhance the uniqueness and exclusivity of the brand. In this way, Bubble Mart is not only a commodity, but also has the potential to exist as an art form, which is conducive to improving the brand's reputation.

2.2 Product Endorsers

In April this year, Lisa, a member of the famous girl group BLACKPINK, posted a selfie of herself holding a LABUBU macaron box on the Ins platform.

This brought Bubble Mart into the global spotlight and made LABUBU the "top stream" of trendy toys - long queues at the offline flagship store, instantly sold out in the live broadcast, and the "same model" on sale in a second.

Long queues at the offline flagship store, instantly empty in the live broadcasting room, and the demand for the "same style" macaroon series of blind boxes exceeds the supply, Bubble Bobble Mate has ushered in an unprecedented boom in the global market.

2.3 Originator

Three a long time back, when Bubble Shop was effectively recorded on the Hong Kong Stock Trade, numerous individuals never envisioned that a "retail" company that begun out as a brick-and-mortar store seem make such a colossal benefit within the middle of the wave of the versatile Web. Nowadays, in 2024, it is difficult to accept that in fair over a year, Bubble Bazaar has not as it were accomplished hazardous development in abroad incomes and benefits, but too re-imagined the worldwide showcase for "trendy games", which was once respected as a niche area.

Within the furious competition within the retail sector,

which is characterized by “nine misfortunes and one win”, it isn’t simple for a company to really “respect time and business”, but Bubble Mart’s author and CEO, Mr. Wang Ning, has driven the company to attain exceptional victory with his one of a kind bits of knowledge and decided execution. His victory has filled a basic crevice in China’s standard commerce discernment [10].

2.4 Sales Promotion

Outside media detailed that the speed vender POP Bazaar (bubble shop) “super brand day” advancement will be opened on Admirable 17th. With the subject of “Go For Fun”, the Super Brand Day advancement will draw in the consideration of well known toy darlings by propelling modern items and restricted arrangement. On the day of the occasion, Bubble Shop will utilize its abroad omni-channel to dispatch two arrangement of items through the Sizzler stage - SKULLPANDA-The Female horse of Creatures arrangement and HIRONO-Little Insidiousness arrangement. In expansion, the campaign will moreover highlight a number of limited-edition things, such as MEGA COLLECTION 1000% SPACE MOLLY Mickey Mouse, Molly 2 Headed Figure, and Black-Silver Ver. STEAMPUNK Bicycle Exquisite MOLLY will moreover be discharged amid the Super Brand Day. engaging to steadfast news watchers of prevalent toys. It is caught on that in 2019, Bubble Shop started to wander into abroad cross-border e-commerce stages, coming to a organization with Alibaba’s Speedway. This Super Brand Day is the fourth large-scale e-commerce occasion that Bubble Bazaar has taken an interest in on Sizzler, primarily focusing on shoppers within the European and American markets. In later a long time, the slant of elegant collection of craftsmanship toys has developed among millennials, and buyer mindfulness of craftsmanship toys has been expanding, and the craftsmanship toy industry is getting consideration from the worldwide retail advertise. Agreeing to a Ice & Sullivan report, the worldwide retail advertise for craftsmanship toys developed from \$8.7 billion in 2015 to \$19.8 billion in 2019, at a CAGR of 22.8%. By 2024, it is anticipated to be worth \$41.8 billion, developing at a CAGR of 16.1% compared to 2019. The worldwide shopper investing and CAGR of this unused industry faraway surpasses that of other social and imaginative businesses.

3. Society

3.1 Culture Trend

When young people’s voice in the consumer market is getting louder and louder, trendy games are like a gust

of wind sweeping the new consumer space, forming a unique popular trend. Among them, Bubble Mart, as a typical representative of trendy game brands, shows the trend of the entire trendy game market to a certain extent with its market layout, branding, and development trend. Nowadays, the brand is moving in the direction of multi-channel development, and further ploughing into IP content to create more categories and high-end content; at the same time, the layout of the overseas market is also on the agenda, and in China, it has become a traffic code for physical commerce in different cities [11].

3.2 Gambling Trend-uncertainty

As Forrest Gump said, life is full of unknowns and uncertainties, and this characteristic is often reflected in our daily experiences. “Once we eaten at this eatery and held up for half an hour without benefit, the eatery director clarified the circumstance and compensated us with a dazzle box wager where I got a natural product platter. I concede that this benefit recovery technique was fun and rapidly diverted my terrible disposition and cleared out a enduring impression on me”. The over is a web shopper audit of a restaurant’s benefit, in this case a dazzle box wager that changed a negative involvement into a positive astonish. Most critically, this instability driven to effective benefit remediation and cleared out the shopper with the impression of an curiously way to cure the circumstance - isn’t this precisely the kind of benefit remediation hone that individuals have been looking for? Is this technique a generalized customer inclination or a interesting marvel? In the event that daze box draws set up based on vulnerability can cure benefit disappointments, it is pivotal to get it the mental instruments behind them and the limits of their effectiveness.

Over may be a consumer’s online audit of a restaurant’s benefit; in this case, a dazzle box pool changed a negative involvement into a positive shock. Most vitally, this vulnerability driven to a fruitful benefit cure and cleared out customers with the impression that it was an curiously way to cure the circumstance.

4. Media

4.1 Online and Offline Diversified Marketing

In 2020, Bubble Mart’s cross-border e-commerce group was built up, and setting up on different cross-border e-commerce stages got to be one of the implies for Bubble Bazaar to create channels. In this year, Bubble Bazaar started to enter the abroad Amazon and AliExpress e-commerce stages, and propelled the abroad adaptation

of Bubble Mart's official site for abroad clients. In expansion to offering items straightforwardly to clients, the free e-commerce station too serves as an official data dispersal window to preserve communication with clients and improve brand mindfulness. 2021, Bubble Bazaar effectively entered the Shopee stage and opened a number of official brand stores in Thailand, Malay, Philippines and Singapore. It is detailed that through cross-border e-commerce, Bubble Shop has sold its items to more than 50 nations and districts. In expansion, the advancement of an universal adaptation of the App has too gotten to be an imperative way for Bubble Bazaar to construct abroad communities and dispatch showcasing. As of late, the U.S. form of Bubble Mart's APP, called "POP Shop Global," was formally propelled, and has gotten to be a private activity pool for Bubble Bazaar to contact abroad clients to construct a community and conduct deals. Within the offline channel, Bubble Shop has moreover made a parcel of endeavors and played different ways. Bubble Bazaar not as it were partakes in different presentations, but moreover opens a number of abroad physical stores, positioned in abroad drift shopping centers, and puts in distributing machines to reach clients straightforwardly. Beside the collection of abroad client bunches and the development of the brand, Bubble Shop started to construct its possess stores and specifically confront C-suite customers. 2021-2022, under the scourge, Bubble Bazaar still quickly opened stores around the world. Up to presently, there are 12 stores exterior terrain China, covering Hong Kong, Macau, South Korea, Japan, Singapore, Canada and the UK. The broadened online and offline showcasing demonstrate has given a boost to Bubble Mart's solid abroad nearness.

4.2 We-media Marketing

Bubble Bazaar has seized the opportunity of the self-media time and carried out self-media promoting on all major stages. Self-media showcasing can realize great communication between distributors and watchers, watchers and watchers, and abbreviate the mental remove between individuals, so within the prepare of self-media promoting, the brand can always alter the showcasing technique based on the real-time criticism from the gathering of people bunches to move forward the promoting impact. Bubble Bazaar participates with numerous popular netizens to send out their possess item blessing boxes, and the netizens record the box-opening video, which accomplishes a tall number of watchers and drives more buyers to purchase and shoot box-opening sharing recordings, sharing the involvement of touching the box and speculating the show as well as the shopping encounter, etc., to

realize the impact of grass-planting showcasing. Self-media promoting not as it were significantly diminishes the fetched of Bubble Bazaar brand promoting, but too closes the separate between the item and the client, the client can brush the brief video to memorize almost the item and by implication get the shopping involvement through the video and the sense of promptness of the live broadcast, to realize a great promoting and advancement impact.

5. Conclusion

Daze Box centers on passionate plan, and the IP picture is for the most part set from charming and peculiar. Considering from the point of view of long-term improvement of the item, it is exceptionally vital whether the item can be acknowledged by customers and deliver enthusiastic reverberation, and whether shoppers can feel the brand's social essence. To begin with, the degree of anthropomorphization of the daze box is progressed. The degree of anthropomorphization can draw the separate between the daze box and customers closer and create more grounded passionate reverberation. For illustration, the Molly arrangement and DIMMO arrangement are well known among customers with the picture of a small young lady and a small boy, and the deals volume of these two arrangement is additionally distant ahead of numerous arrangement. For these arrangement and the dispatch of unused IP, the brand can increment the degree of humanoid attribution to bring the remove between the item and buyers closer, so that buyers have enthusiastic reverberation, passionate association with the IP, and invigorate the crave to purchase. Moment, move to account narrating blind boxes. Disney's IP incorporates a tall notoriety, and its stories and cartoons made for the IP are indivisible, such as Mickey Mouse, Winnie the Pooh and so on, all have their possess story line. The major IP arrangement of the dazzle box isn't associated to the story, but as it were propelled with distinctive topical arrangement, the need of reverberation and association between each arrangement, so the storyline to form a arrangement of IP picture, customers are willing to take after the advancement of the story of the dazzle box to buy, coming about in a supported eagerness to purchase. Third, the creation of national fashion dazzle box arrangement. Take the co-branded lipstick of the Illegal City as an illustration, beneath the social co-creation, on the one hand, it meets the girls' interest of excellence; on the other hand, it highlights China's social legacy, which is favored by customers.

Along the way, Bubble Mart's abroad trade has been meandering between trial and blunder and rectification. But there have been accomplishments, within the past three a long time, Bubble Mart's abroad trade has real-

ized a compound yearly development rate of 200%. “It’s been beneficial for all three a long time, and the level of productivity is on standard with domestic”. Wen Deyi, official executive of Bubble Bazaar, specified. In spite of the fact that Bubble Mart’s abroad advancement is in full swing, there are still covered up stresses behind the success. From the money related information, these lures are basically reflected within the inner administration. To begin with of all, Bubble Mart’s publicizing fetched is tall. As Bubble Bazaar proceeds to extend abroad, its dissemination and deals costs are quickening. This has disturbed working costs on the one hand and made it difficult to create a canal on the other. Within the endeavor advancement calculate, showcasing, reputation and other shallow is “fast variable”. They can play a transitory impact, but it is troublesome to be feasible, and will be characterized by precariousness and mood edge. The more profound levels are “slow variables”, such as imaginative innovations and in-depth investigate and advancement. They require a parcel of venture, but can bring improved encounter for buyers, for the brand to construct a channel. Besides, it is troublesome to ensure after-sales benefit. It can be found through the budgetary report that Bubble Mart’s online deals income proceeds to extend. Within the to begin with quarter of this year, Bubble Mart’s income on the e-commerce stage and other online stages increased by 20%-25% year-on-year. Be that as it may, online income proceeds to extend at the same time, Bubble Mart’s benefit is not synchronized to keep up.

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