



Popular air fryer recipes on Xiaohongshu

Air Fryer

IN the culinary field, the air fryer has become the biggest winner among young people. The “air fryer” was searched for about 60 million times on Xiaohongshu last year, possibly indicating the young generation’s blended compromise for yummy food, health and efficiency.

A mom’s post, which earned 172,000 likes, shared a total of 33 recipes using the cooker, teaching people how to make chips, banana toast, lamb chops, egg tarts, dumplings, roasted vegetables and even pet food as well

as hot pot. On Xiaohongshu, there have been more than 260,000 shares on cooking tips using an air fryer and how to choose a good one.

On the big social media platform Weibo, the air fryer was pushed to the top of *resou* (trending list) three times within three months, achieving more than 420 million reads.

The cooker’s sales tripled last December on Suning, one of China’s largest online and offline malls for household electrical appliances, and it was also among the top five “most liked” products on JD.com, an online

purchase leader, according to its Double 11 Shopping Festival report from last year.

“Easy to serve, unlike instant food and fast food, the air fryer normally involves complicated cooking skills, rich ingredients, and spices. It’s a heavily-used appliance in my home,” said Desmond Huang, 31, a Shanghai-based Taiwanese who started home cooking with his newly-bought air fryer. “More importantly, it serves as a quick alternative to enjoy cooking fun without losing the authentic flavors. It’s an ideal choice for young consumers.”

City Exploration

UNDER the “new normal” brought by the pandemic, the 2020 trend toward home fitness has expanded to city exploration. In the second half of last year, the number of shares of “city travel” on Xiaohongshu increased by eight times.

Young people have been stepping out of home to explore their city. “A place near home” — an old bookshop or a food market hidden in the back alley — is rediscovered, revisited and becomes a must-go hot spot.

The trend echoes with the rapid

development of urban commercial projects over the past two years. The revival of Shanghai’s Anfu Road, flanked by exquisite stores and small art galleries, and the new Tai Koo Li and TX Huaihai Mall have become new landmarks.

Take the “Tian An 1,000 Trees” project opened just one month ago, and dubbed the city’s Hanging Gardens of Babylon, as an example. There have been almost 4,000 shares in the form of pictures, videos and travelogues on Xiaohongshu of tours of the property’s restaurants, museums, art galleries, entertainment places and nearby industrial heritage sites.



Shanghai Dramatic Arts Center on Anfu Road — IC

People camp on the Yaohua Waterfront Greenland in Shanghai. — Jiang Xiaowei

Camping craze

CAMPING was another hot hit on Xiaohongshu last year, registering more than 770,000 shares — five times more than the previous year — of camping equipment, food, outfits, places and photography tips.

The growth of China’s camping industry has been running at full speed since last spring. According to ReportLinker, a researcher extracting market insight from reports and data, the market will reach US\$15.9 million by 2027 with a compound annual growth rate of 9.1 percent and is attracting many investors looking for a piece of the action.

“A big reason is people’s craving for nature and outdoor activities in the post-pandemic era,” said event planner Pan Jiawei. “Especially for young people born after 1995, they like to splash out on fashion and quality of life.”

The camping craze has also driven sales of related products, such as Frisbees, portable stereos, cooking grills, camp stoves and board game equipment.

