

March 2021

消费意愿——四季度更新 - China

“中国政府采取的一系列经济刺激政策有效地促进了重要经济指标的回升。消费者依旧将存钱作为头等大事，保持谨慎乐观的态度仍是当下的重要主题。然而大家对经济发展的信心明显增强。很多人愿意追求自我享受型的消费，得到高品质的生活方式，获得舒适的消费体验。新冠疫情爆发后，日益兴起的国内免税店和线上渠道为奢侈品品牌创造了新的营销对策。在线医疗和在线学习等行业预计在2021年将实现飞速发展。”

— 张鹏俊，研究分析师

February 2021

Consumer Spending Sentiment - Q4 - China

“Significant economic indicators have rebounded thanks to the effective economic stimulus policies of the Chinese government. Guarded optimism is the main theme, as consumers still prioritize saving. However, their financial confidence has been significantly boosted. Many of them are happy to consume for self-indulgence to achieve a high quality lifestyle ...

信用卡营销 - China

“消费者熟悉市场上的消费信贷产品，而且很容易通过各种在线金融服务获取此类贷款。然而，尽管面临着监管和竞争环境所带来的种种挑战，但信用卡市场依然对消费者保持着不容小觑的吸引力。展望未来，随着银行加大投资力度来建立强大的金融科技生态系统，强化现有客户策略以留住原有信用卡用户，并说服更多首选移动设备的年轻消费者和服务不足的用户加入使用信用卡的行列，再推出一些更周到、更便捷且更安全的创新产品、服务和奖励措施，以拓展其在新市场中的份额，各家银行准备好迎接新一轮的增长。”

January 2021

消费意愿——三季度更新 - China

“第三季度，中国经济继续向好，多项指标由负转正。总体经济正在逐步恢复至正常水平。非必需品/奢侈品消费有所增长，但旅游和餐饮相关产业仍处在衰退中。高端化趋势未减，大多数消费者仍然追求提高生活品质。由于仍然对未来信心不足，加上中国消费者历来秉持的量入为出的消费习惯，他们似乎对大额开支和投资不太感兴趣。”

— 张鹏俊，研究分析师

December 2020

Consumer Spending Sentiment - Q3 - China

Credit Card Marketing - China

“Consumers are familiar with credit and consumption loan products, which have become easily accessible through various online financial services. However,

“China’s economy continued to improve in the third quarter, with many indicators turning from negative to positive. The overall economy is gradually returning to normal levels. Consumption of discretionary/luxury goods has increased, but travel and foodservice-related industries remain in recession. Premiumization is still on-trend, with the majority of consumers ...

credit cards have continued to maintain a healthy level of interest among consumers despite the challenges posed by the regulatory and competitive environment. Going forward, banks are poised for new ...

October 2020

消费意愿——二季度更新 - China

“拉动国内消费是2020年下半年中国经济恢复的关键所在。英敏特研究发现，尽管三分之二的消费者疫情过后收入有所减少，但其财务并未崩溃。“量入为出”的传统观念比以往更深入人心。

高端品牌仍有机会，尤其在基本开支方面。消费者更有可能削减非必要支出，注重核心需求从而保证生活质量，而不是一味地降级消费。”

— 徐如一，北亚区报告总监

报告关键议题：

September 2020

Consumer Spending Sentiment - Q2 - China

“Driving domestic consumption will be key to China’s economic recovery in the second half of 2020. Mintel’s research shows consumer finances are not falling apart even though two thirds of people have experienced some loss of income after the outbreak. The traditional mindset of ‘spend within their means’ has proved ...

June 2020

新冠疫情对消费的影响——一季度更新 - China

“新冠疫情冲击了中国经济增长，但经济基本面依然稳固。毕竟，中国拥有14亿人口的消费市场，而且是在采取果断的封锁措施遏制疫情后，最先走出危机的几个国家之一。尽管如此，消费者信心仍遭受动摇，而且新冠疫情后全球经济气候的不确定性日益增加。中国经济复苏的速度很大程度上取决于国内消费支出。到2019年，国内消费

支出已占GDP增长的60%。因此，就业和CPI（居民消费价格指数）是未来几个月需监测的关键宏观指标。

尽管自3月份以来，主要经济指标和消费者信心已显现出复苏的迹象，但这一快速复苏在很大程度上是由商业活动的恢复所推动的，而在2月新冠疫情最严重的时候，商业活动几乎处于停滞状态。重振消费信心以推动经济复苏才是长远之计。英敏特于4月展开的最新研究表明，重振消费信心将是缓慢而谨慎的。

由于消费者减少在外时间，少数行业，尤其是居家食品等必需品成为新冠疫情的受益行业，而许多其他行业则时运不佳，面临着不同的复苏道路。虽然新冠疫情带来了冲击，但它也是变革的催化剂，将推动企业在困境中创新、随机应变并调整其商业模式。”

— 王瑾瑜，研究分析师，2020年4月30日

May 2020

Impact of COVID-19 on Consumer Spending - Q1 - China

“COVID-19 has disrupted China’s economic growth but the fundamentals of the economy remain solid. After all, China has a consumer market of 1.4 billion people and is among the first few markets to emerge from the outbreak after decisive lockdown measures to contain the outbreak. Nevertheless consumer confidence has ...