

August 2023

消费意愿 ——上半年 - China

“疫情防控措施放开后，中国经济发展正在恢复，但仍面临压力和挑战。消费者的财务状况保持稳定，且消费信心也有所上涨。谨慎的消费心态仍将在2023年继续。报复性消费将集中于能够以小额支出收获即时快乐的领域，如旅游、线下休闲活动以及餐饮品类。”

——张鹏俊，高级研究分析师

July 2023

Consumer Spending Sentiment -
1H - China

“China's economic development is recovering after the relaxation of COVID-19, but is still facing pressure and challenges. Consumers' financial situation remained stable, and consumer confidence also picked up. The cautious consumption mentality will still be maintained in 2023. Revenge spending will be concentrated in sectors that can bring instant happiness ...

Upcoming Reports

Consumer Spending Sentiment -
2H - China - 2023

消费意愿 ——下半年 - 中国 - 2023年