

Saving Habits - China - January 2014

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“The pressure to save money and improve financial status is still paramount for Chinese consumers. This provides a major market opportunity for financial service providers to develop different savings and investment solutions to help consumers of all income levels to meet their savings goals.”

– Ruyi Xu, Deputy Research Manager

This report looks at the following areas:

- What is the level of consumer savings and why do people save?
- How do people manage to achieve their savings goals and how does this affect their decisions towards spending, saving and investing?
- What are the considerations for choosing where to save and what makes people switch banks?
- What are consumers' attitudes towards savings in a time of price increases, innovations in the market, and what are the opportunities for financial service providers?
- How can financial service providers come up with more efficient solutions and marketing to target different consumers segments, based on their needs and demographic profile?

Chinese consumers are well known for their propensity to save. Total household savings reached RMB46.5 trillion by the end of 2013, equivalent to about RMB34,000 per capita, exceeding the annual average per capita disposable income.

This report focuses on the discussion of household savings, which is the portion of disposable income left over after the consumption of goods and services. This usually takes the form of a deposit in the bank for later use or can be put into investments with the purpose of generating further income.

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