

Personal Investment Products - China - June 2015

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"The disposable income of Chinese consumers has grown by 10.1% in 2014, leading to even higher savings amongst the Chinese people. This creates an environment favourable for financial investments: the deposit rate is becoming less appealing."

— Linda Li, Senior Research Analyst

This report looks at the following areas:

- What is the current development stage of the personal finance market in China? How sophisticated are the individual investors in China?
- What are the preferences of Chinese consumers when choosing investment products?
- What are the important consideration factors when Chinese consumers choose investments?
- What are the main types of investors in China?

The disposable income of Chinese consumers has grown by 10.1% in 2014, leading to even higher savings amongst the Chinese people. In addition, the People's Bank of China has been continuously lowering the interest rate and required reserve ratio to stimulate manufacturing and property investment. This creates an environment favourable for financial investments: the deposit rate is becoming less appealing. Consumers are no longer satisfied with the return if leaving their money in a savings account, and will seek investments that would bring them more benefits.

Within this report Mintel investigates consumers' purchase behaviour of investment products as well as their general attitudes towards investment products. The report also investigates the different sources that consumers refer to when choosing investment products.

Definition

The report discusses personal financial investment products that consumers use to manage their financial wellbeing, including commonly seen bonds, stocks, funds, wealth management products sold by banks, precious metal, futures and options, insurances, etc., and emerging innovative financial investments, such as online financial products (such as Yu'E Bao and Ling Qian Bao) and peer-to-peer investments.

Investments in properties, antiques or partnership of a company are not discussed in detail but they have been referenced as a comparison with financial investment products.

Mintel also divides consumers into three groups based on their monthly household income (MHI). The table below shows the definitions of low income, middle income and high income consumer groups.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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