

## Consumer Attitudes towards Housing Needs - China - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Young adults in China, eg post 90s, show a more welcoming attitude towards renting. However, that is because they are willing to spend more of their income in improving living quality when they are tenants. They still hold a strong mind-set at owning a property of their own.”

– **Aaron Guo, Associate Director of Research, China**

This report looks at the following areas:

To attract them, showing empathy to the pressure they are undertaking and offering them chances to demonstrate identification, eg for their hometowns, is an opportunity.

- How post-90s react to housing needs?
- Do tier one cities really have the highest housing spending?
- How brands can connect anxious consumers?

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Consumer Attitudes towards Housing Needs - China - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Covered in this Report

Excluded

### Executive Summary

The market

Figure 1: Square metres of residences and other commercial real estate sold, 2007-17(est)

Figure 2: Average price of residences and annual growth rate, 1998-2017est

Figure 3: Consumer expenditure and growth rate, by selected sector, 2017

The marketing

The consumer

Property purchase driven by fundamental demands

Figure 4: Key driver of purchasing a property, October 2017

House location matters more for tenants

Figure 5: Factors to consider when renting or purchasing property, October 2017

Figure 6: Key drivers of buying property as an investment, October 2017

Young males receive help from parents in a longer term

Figure 7: Parents' involvement and contribution to children's housing needs, by gender and marital status, October 2017

Affluent consumers have the highest mortgage/spending ratio

Figure 8: Mortgage expenditure ratio and monthly personal income, October 2017

To see is to believe

Figure 9: Housing information sources, October 2017

Post-90s become realistic on housing

Figure 10: Percentage of 'strongly agree' of post-90s on selected housing attitudes, by gender, October 2017

What we think

### Issues and Insights

How post-90s react to housing needs?

The facts

The implications

Do tier one cities really have the highest housing spending?

The facts

The implications

How brands can connect anxious consumers?

The facts

The implications

### The Market – What You Need to Know

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Consumer Attitudes towards Housing Needs - China - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Average price has a nine-year straight increase
- One of the fastest growing spending sectors
- Exploring new solutions for housing demands

## Housing Market Overview

- Residence square metres sold is estimated to grow by 5% in 2017  
Figure 11: Square metres of residences and other commercial real estate sold, 2007-17(est)
- Residence sales reaches RMB 10 trillion in 2017  
Figure 12: Sales value and growth rate of residences and other commercial real estate, 2007-17(est)
- Average price has a nine-year straight increase  
Figure 13: Average price of residences and annual growth rate, 1998-2017est
- One of the largest spending sector is the house expenditure  
Figure 14: Consumer expenditure and growth rate, by selected sector, 2017

## Market Factors

- Purchase restrictions
- Housing benefits of tier two cities attract talents
- Outstanding rental-to-price ratio
- Property jointly owned by the government
- Property Tax is near the corner
- Newcomers in the rental business

## Key Players – What You Need to Know

- Demonstrate a sense of identification in marketing
- Increase efficiency by applying modern technology

## Marketing Campaigns

- Lianjia and Zillow – 'Live Better' integrated campaign
- Targeting property buyers returning to hometowns
- Cross-marketing with lifestyle companies

## Who's Innovating?

- Break the burden of time of space
- Online ordering system
- High-end property for the grey hair
- Renovating solution for old community

## The Consumer – What You Need to Know

- The demand for marital house is robust
- Young adults care the most about living qualities
- High earners have the highest spending/income ratio on housing
- Post-90s have a realistic attitude on house buying

## House Purchasing Drivers

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Consumer Attitudes towards Housing Needs - China - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Living condition improvement is the fundamental demand

Figure 15: Key driver of purchasing a property, October 2017

'Marital home' remains a rigid demand

Figure 16: Claim rates on the top two property purchase drivers, by gender and age group, October 2017

School district properties are considered more in lower tier cities

Figure 17: Percentage of purchasing property for children's education, by city, October 2017

Undereducated parents value school district properties the most

Young males who live with parents start to prepare for their future

Figure 18: Claim rate on purchasing property 'as an investment', by housing situation, October 2017

## Consideration Factors

Different top demands for tenants and purchasers

Figure 19: Factors to consider when renting or purchasing property, October 2017

More price sensitive while renting than buying

Figure 20: Claim rate on considering price during renting, by monthly household income, October 2017

Post-90s care about living quality the most in both renting and buying

Figure 21: Factors considered when making decisions on renting, by generations, October 2017

Figure 22: Factors considered when making decisions on purchasing, by generations, October 2017

Home appreciation and level of decoration are valued by investors

Figure 23: Key drivers of buying property as an investment, October 2017

## Decision Makers and Funders

Young females are more independent at making rental decisions

Figure 24: Decision makers involved in renting, by gender, October 2017

13% of post-90s get financial supports from parents when renting

Figure 25: Rental payment contributors, by selected generations, October 2017

Property purchasing involves partners in most cases

Figure 26: Decision makers involved and numbers of decision makers, by renting and purchasing, October 2017

One third of post-90s pay down payment with the help from their parents

Figure 27: Property purchasing payment contributors, by down payment and mortgage, October 2017

Differences between raising a son and a daughter

Figure 28: Parents' involvement and contribution to children's housing needs, by gender and marital status, October 2017

## Housing Expenditure Ratio

Tenants spend an average of 22% of monthly personal income on renting

Figure 29: Renting expenditure, October 2017

Post-90s have the highest rental/income ratio

Figure 30: Renting expenditure, by generation, October 2017

An average of 37% of monthly personal income is for mortgage payment

Figure 31: Mortgage expenditure, by monthly personal income, October 2017

Figure 32: Mortgage expenditure ratio and monthly personal income, October 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Consumer Attitudes towards Housing Needs - China - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Are tier one city young people spending the most on housing?

Figure 33: Ratio of monthly income paid on mortgage, by city and generation, October 2017

## Information Sources

Relying more on traditional vertical channels

Figure 34: Housing information sources, October 2017

Informative 80s

Figure 35: Housing information sources, by gender, October 2017

Agencies are more welcomed by renters

Figure 36: Sources of housing information, by renters and purchasers, October 2017

Different consideration factors lead to different information channels

Figure 37: Housing information preference against total (as benchmark), by selected consideration factors, October 2017

## Attitudes towards Housing

Property ownership provides a sense of security

Figure 38: Attitudes towards housing, October 2017

Post-90s become realistic on housing

Figure 39: Percentage of 'strongly agree' of post-90s on selected housing attitudes, by gender, October 2017

Self-deceptive property non-owners

Figure 40: Gap between property non-owners and owners (as benchmark) on the 'any agreement' of selected housing attitudes, October 2017

## Meet the Mintropolitans

MinTs pay more attention to the neighbourhood

Figure 41: Gap between MinTs and Non-MinTs (as benchmark) on purchase consideration factors, October 2017

MinTs spend higher on both rent and mortgage

MinTs also value online comments

MinTs are proud of their living conditions

Figure 42: Gap between MinTs and Non-MinTs (as benchmark) on the claim rate of 'strongly agree' on housing attitudes, October 2017

## Appendix – Methodology and Abbreviations

Methodology

Abbreviations

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)