

Consumer Spending Priorities - China - August 2019

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“Although the majority are still in a good financial situation, uncertainties in the economy have rung alarm bells. Consumers have become more conservative in their financial outlook, and savings sentiment has also gone up. Instead of being blindly driven by promotions, more consumers are now buying what they need.”

– **Summer Xia, Research Analyst**

This report looks at the following areas:

When making purchasing decisions, value for money has become a decisive criterion. Brands can no longer take higher profits and loyalty for granted; they need to continuously generate excitement with their products and services to stay on top of consumers' mind.

- **Doing price promotions at a value-centric time**
- **Build an aspirational brand image to improve stickiness with consumers**
- **How to pitch to young and new-to-market investors**

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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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