

The Chinese Consumer - China - May 2019

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“The economy is still healthy, recording 6.6% GDP growth in 2018, maintained by consumers’ increasing consumption. But uncertainties ahead mean some sectors have experienced both trading up, with consumers’ seeking self-indulgence, and trading down, due to frugal mindsets, as seen in the holiday and clothes and accessories segments.”

– Jessica Jin, Category Director

This report looks at the following areas:

Intangible assets such as knowledge improvement and experience accumulation are important and are being prioritised ahead of physical satisfaction, for both single and married people. Brands should impress consumers with outstanding product quality first rather than trying to resonate through value and personality.

This Report is an annual summary of the key trends and stories in Chinese consumers’ spending in the following market sectors:

- In-home food
- Foodservice (eating out and takeaways)
- Non-alcoholic drinks
- Alcoholic drinks – in-home and out-of-home
- Beauty and personal care
- OTC and pharmaceutical
- Clothing and accessories
- Technology and communication
- Household care
- Home
- Transport
- Leisure and entertainment
- Holidays
- Personal finance & housing
- Miscellaneous

The Report also conducts in-depth consumer analysis under the scope of an evolving population structure as well as social and economic situation. The key consumer research questions keep track of Chinese consumers’ evolving life priorities, concerns, aspirations and attitudes towards brands.

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DID YOU KNOW?

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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