

August 2021

消费意愿——上半年 - China

“中国消费者的存款习惯依然根深蒂固，同时他们也在积极探索新的收入来源。通过直播带货等新兴行业来赚取收入就是一个很好的例子。被访者对于未来的长期信心和短期信心均有显著提升。这表明，随着疫苗普及率的逐渐提升和经济的强劲复苏，中国消费者正逐步摆脱疫情阴影。关注银发经济与宅经济等新兴趋势，或可帮助品牌开辟更多商机。”

— 张鹏俊，研究分析师

July 2021

Consumer Spending Sentiment -
H1 - China

“Chinese consumers still have strong savings habits, and at the same time, they are actively exploring new sources of income. Making money from the emerging industry like live streaming commerce is a good example. Respondents' confidence in the future, whether long-term or short-term, has been significantly improved. This shows that ...