

May 2014

消费热点研究 - China

尽管中国经济在2012年和2013年增速放缓到7.7%，消费者更关心对他们眼前的生活质量有直接影响的因素，比如收入和生活成本。毕竟，可支配收入仍以10%的速度继续增长，而CPI增速比2011年下降了许多。这些积极的改变将继续增强消费者的消费信心，从2014年春节期间零售销售额同比增长13.3%可以看出。

March 2014

Consumer Spending Priorities - China

“Saving remains an important financial priority for consumers and the idea of spending the money to enjoy life now without thinking about tomorrow is still uncomfortable for many. This means that while consumers are confident about making more purchases, they are still spending within what they can afford and according ...

消费者储蓄习惯 - China

众所周知，中国人有着存钱的习惯。截至2013年年底，中国家庭储蓄总额达到了46.5万亿元人民币，相当于人均约34,000元人民币的储蓄水平，超过了一年的人均可支配收入。

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Saving Habits - China

“The pressure to save money and improve financial status is still paramount for Chinese consumers. It is driven by both the desire to provide a comfortable long-term future, as well as the ability to meet the various big spending occasions associated with their life aspirations. This provides a major market ...