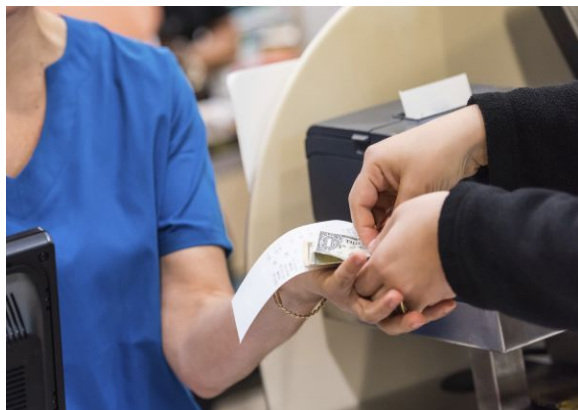


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“Chinese consumers have developed sophisticated needs when consuming different categories. The key to the future success of Chinese brands lies in innovation and brand building while international brands will in general need to work to localise their product or service offerings to the particular taste and spending preferences of Chinese consumers.”

– Laurel Gu, Senior Research Analyst

This report looks at the following areas:

After years of massive double-digit GDP growth, China's economy finally slowed down to a more steady and healthy growth driven mainly by a continuous increase in consumption rather than investment. This, coupled with the continuous income growth, has strengthened consumers' optimistic outlook for their financial situations in the future and allows them to spend more on both products and services to enjoy a higher quality of life.

This report examines consumer spending patterns in 2014 and analyses the growth potential for different consumer market segments including in-home food and beverages, foodservice, beauty and personal care products, pharmaceutical products, clothing and accessories, home and household care products, technology and communication, leisure and entertainment, transportation and holidays as well as spending on housing and personal finances.

In almost all of the consumer market segments listed above, the lucrative opportunities have been attracting an increasing number of brands – both Chinese and international. This report also conducts in-depth consumer analysis to identify the opportunities and main challenges for Chinese and international brands respectively.

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