

Consumer Spending Priorities - China - March 2016

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“Although confidence levels remain high, the negative impact from the slowdown in the economy and the sluggish financial market is starting to affect spending behaviour. Consumers are optimistic in a cautious way; however the need for self-indulgence is driving growth of discretionary categories.”

– Gordon Gao, Senior Research Analyst

This report looks at the following areas:

- Varying priorities across ages
- Young people to drive the consumption market growth
- Internet rephrases consumers' spending habits
- Buying overseas

The economic growth of China is facing a great downward pressure in 2015. Although consumers' financial situation and spending confidence still looks good, the negative impact from the macro economy can also be identified as an issue especially for consumers aged over 40. However, young consumers' strong spending on discretionary categories gives us some confidence when dealing with the downside risks.

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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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Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

The market

Figure 1: GDP growth rate in China, 2010-15

Figure 2: Urban unemployment rate in China, 2008-15

The consumer

Healthy financial status

Figure 3: Current financial situation, November 2015

Ambitious Youngsters vs worrying mid-ages

Figure 4: Confidence about improving future status, November 2015

Planning for big items, the employment rate and the performance of investment products matter most

Figure 5: Factors that affect spending confidence, November, 2015

Eye catchy discretionary categories

Better control dominates consumer budgeting

Figure 6: The way of cutting expenditure, November, 2015

What we think

Issues and Insights

Varying priorities across ages

The facts

The implications

Young people to drive the consumption market growth

The facts

The implications

Internet rephrases consumers' spending habits

The facts

The implications

Buying overseas

The facts

The implications

Economy Background

Downward GDP

Figure 7: GDP growth rate in China, 2010-15

Shrinking exports

Figure 8: China exports in value, February, 2016

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A new engine to drive the economy

Figure 9: Annual total retail sales of consumer goods, February, 2016

Strong job market

Figure 10: Urban unemployment rate in China, 2008-15

Robust disposable income rising

Figure 11: Annual urban disposable income, February, 2016

The Consumer – What You Need to Know

Confident youngster vs worrying mid-ages

Conservative gene rules the roost

The need for self-indulgence is strong

Current Financial Status

Continuous improving of financial status

Figure 12: Current financial situation, November 2015

Rising of the young generations

Figure 13: Current financial situation, by demographic, November 2015

Education is the key

Figure 14: Current financial situation, by demographic, November 2015

Confidence in Future Prospects

Slight drop in confidence

Figure 15: Confidence about improving future status, November 2015

Ambitious youngsters vs worrying mid-ages

Figure 16: Confidence about improving future status, by age group, November 2015

The potential in low tier cities

Figure 17: Confidence about improving future status, by city tier, November 2015

Factors Affecting Spending Confidence

Steady and conservative consuming culture

Figure 18: Factors that affect spending confidence, November, 2015

What do those in their 20s care about?

Figure 19: Factors that affect spending confidence, and have a great impact, by category, November, 2015

Figure 20: Factors that affect spending confidence, and have a great impact, by category, November, 2015

Sophisticated consumer: eyes on everything

Figure 21: Factors that affect the spending confidence, and have a great impact, by confidence level, November, 2015

Changes in Spending

Discretionary categories

Unwavering necessities

Figure 22: Changes in spending, November 2015

The recreational cost is first to be cut

Figure 23: % of consumers spending less in different categories, November 2015

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More spending is still a trend

Figure 24: Repertoire of changes in spending, November, 2015

Open wallets of young consumer and those living in tier one cities

Figure 25: Changes in spending, by spending more, November 2015

The Reason behind Changes in Spending

More frequent out-of-home recreational activities

Figure 26: The reasons behind the changes of spending, by increased amount/frequency, November, 2015

Upgraded consumption for durable items and beauty category

Figure 27: The reasons behind the changes of spending, by upgraded consumption, November, 2015

Financial Management

Controlled spending in a smart way

Promotion still rules

Figure 28: The way of cutting expenditure, November, 2015

Potential for financial tools

Figure 29: Ways of cutting expenditure, by income group, November, 2015

Meet the Mintropolitans

More sensitive to the macro economy

Figure 30: Current financial status and future prospects, by consumer classification,

Figure 31: Factors that affect spending confidence, by demographic, November 2015

More spending on recreational categories

Making smart savings

Figure 32: The way of cutting expenditure, by consumer classification, November 2015

Appendix – Methodology and Abbreviations

Methodology

Mintropolitans

Why Mintropolitans?

Who are they?

Figure 33: Demographic profile of Mintropolitans vs Non-Mintropolitans, by gender, age and personal income

Figure 34: Demographic profile of Mintropolitans vs Non-Mintropolitans, by marital status, city tier and education level

Abbreviations

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