

Car Purchasing Process - China - October 2016

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“A budget car, within the price range of RMB 100,000 – 150,000, which has large inner space, with satisfactory high-tech features, will pretty much be a successful model in China. But there is more to it. Car buyers in different life stages and with different purchase schedules vary in their preferences.”

– Aaron Guo, Senior Analyst, China

This report looks at the following areas:

- How far can internet-based car manufacturers go?
- Who is driving sales of SUVs?
- What are the differences between car buyers in China and those overseas?

Consumer spending on beds and bedroom furniture rose by 5.8% in 2015 to £2,901 million, helped by a buoyant housing market and strong consumer confidence. 2016 began with strong demand but uncertainty created by the vote to leave the EU is likely to cool demand for house moves and in turn will flatten demand in the market so that 2016's spending is expected to be 3% ahead of 2015, at £2,988 million.

We forecast a further 18.5% growth between 2016-21 as people trade up for added-value products such as higher quality mattresses and bedroom storage that makes the most of available space. The bedroom was once low on the priority list for spending on the home, with people prepared to buy cheap. But today's consumers, although looking for value, are investing a little more in their bedrooms, trading up for greater styling, better quality and clever storage details. Plus, people making better use of every corner of the home will be prepared to spend a little more for atmosphere, comfort and styling. This will be a key factor driving demand over the next five years.

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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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