

Consumer Spending Priorities - China - March 2017

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“The relaxation of the one-child policy and the returning migrating population due to the climbing living cost in tier one cities have made a noticeable impact on the spending priorities of Chinese families. Marketing messages could target specifically those confident yet under-pressure younger generations.”

– **Aaron Guo, Senior Analyst, China**

This report looks at the following areas:

- **What is driving the re-bound in spending confidence?**
- **What brands can do facing more rational consumers?**
- **How exactly do young people spend their money?**

With China’s economy continuing to stagnate, the spending confidence and behaviours of consumers is an element that is of vital importance to players and brands in the China market. In last year’s report, Mintel identified that consumers are optimistic in a cautious way. After a turbulent year in 2016, Mintel’s study has discovered a strong re-bound in consumer confidence, reaching its highest level since 2013, with Millennials and lower tier city residents being the main drivers of the re-bound.

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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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