

The Chinese Consumer - China - April 2017

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“Consumers have become more conservative spenders from seeing the slowing economy and feeling more pressure both from work and financially. Meanwhile they are eager to live a healthier and more exciting lifestyle.”

– **Laurel Gu, Research Director**

This report looks at the following areas:

2017 is a year that will see stable economic growth thanks to a demand for upgraded consumption – for new options, better quality and greater convenience. The development of the consumer products and services market is expected to remain active over the next five years to 2021, with health and experience being the two major themes.

With the continuous changes in population structure (eg ageing) and the recent relaxation of the one-child policy, Chinese consumers, both young and old, are now facing more pressure from different aspects of life, and as a result, their spending priorities and preferences are changing, and their definitions for “value” and “quality” are also evolving to involve more sophistication and a personal touch.

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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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