

The Chinese Consumer - China - April 2018

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“Thanks to a more solid performance in China’s economy in 2017, consumer sentiment is starting to move away slightly from the prudence and caution seen in the same time last year. However, consumers are unlikely to change their habit of spending in a smart way.”
– Ruyi Xu, Director of Research

This report looks at the following areas:

This Report is an annual summary of the key trends and stories in Chinese consumers’ spending in the following market sectors:

- In-home food
- Non-alcoholic drinks
- Alcoholic drinks
- Foodservice
- Beauty and personal care products
- Pharmaceutical products
- Clothing and accessories
- Home products
- Household care products
- Technology and communication
- Leisure and entertainment
- Transportation
- Holidays
- Housing and personal finances
- Miscellaneous

The Report also conducts in-depth consumer analysis under the scope of an evolving population structure as well as social and economic situation. The key consumer research questions keep track of Chinese consumers’ evolving life priorities, concerns, aspirations and attitudes towards brands.

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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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