

## Consumer Spending Priorities - China - August 2019

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“Although the majority are still in a good financial situation, uncertainties in the economy have rung alarm bells. Consumers have become more conservative in their financial outlook, and savings sentiment has also gone up. Instead of being blindly driven by promotions, more consumers are now buying what they need.”

– **Summer Xia, Research Analyst**

This report looks at the following areas:

When making purchasing decisions, value for money has become a decisive criterion. Brands can no longer take higher profits and loyalty for granted; they need to continuously generate excitement with their products and services to stay on top of consumers' mind.

- **Doing price promotions at a value-centric time**
- **Build an aspirational brand image to improve stickiness with consumers**
- **How to pitch to young and new-to-market investors**

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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 (vs the same period last year), China, 2014 Q3-2019 Q2

Figure 2: CPI, China, July 2016-June 2019

Figure 3: Total retail sales of consumer goods, China, July 2016-Jun 2019

The consumer

More respondents choose to save

Figure 4: Current financial situation, 2016-2019

Confidence in enhancing finances remains high but is slowly weakening

Figure 5: Confidence in improving financial status over the next 12 months, 2016-19

Spending confidence is closely related to an individual's fiscal budget

Figure 6: Confidence influencing factors, May 2019

Indulgence still ranks bottom, but importance is growing

Figure 7: Financial priorities, May 2019

More are buying when in need and searching for value-for-money

Figure 8: Spending habits, November 2016 and May 2019

Investment products with high liquidity and lower risk are sought-after

Figure 9: Preference for investment products, May 2019

What we think

### Issues and Insights

Doing price promotions at a value-centric time

The facts

The implications

Build an aspirational brand image to improve stickiness with consumers

The facts

The implications

How to pitch to young and new-to-market investors

The facts

The implications

### State of the Economy

GDP growth slid to 6.2% in Q2, still within expectations

Figure 10: GDP growth rate (vs the same period last year), China, Q3 2014-Q2 2019

Figure 11: Share of the contributions of the three strata to the increase of the GDP, 2014-Q2 2019

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Figure 12: Share of the contributions of the three GDP components to the GDP growth, 2015 Q2-2019 Q2

CPI climbed up in the first half of 2019

Figure 13: CPI, China, July 2016-June 2019

Figure 14: Average year-on-year price increase for the first half of 2019

Impact of personal tax cut in driving consumption is yet to be seen

Figure 15: Real growth of per capita disposable income and expenditure, by urban and rural China, 2016 3Q-2019 2Q

Figure 16: Percentage of disposable income spent, China, 20151Q-2019 2Q

Growth in retail sales rebound in Q2, for mixed reasons

Figure 17: Total retail sales of consumer goods, China, July 2016-June 2019

Labour market pressure eased in Q2

Figure 18: Surveyed unemployment rate, January 2018-June 2019

Policy outlook for the second half of 2019

## The Consumer – What You Need to Know

Healthy finances but saving sentiment starts to grow

A slow weakening of confidence

Income and cost of living are the most influential factors

Saving for long-term plans instead of big purchases

Good enough is OK, instead of buying the best

Safety comes first for investment products

## Current Financial Status

Saving sentiment has grown compared to 2016

Figure 19: Current financial situation, 2016-19

Deduction in personal taxes help post-80s with savings

Figure 20: Current financial situation, by generation, 2017-19

Consumers in tier one cities choose to save more for uncertainties

Figure 21: Current financial situation, by generation, 2016-19

High earners finding it more difficult to save compared to five months ago

Figure 22: Current financial situation, by generation, 2016-19

## Confidence in Improving Financial Situation

80% still confident, but optimism is weakening slightly

Figure 23: Confidence in improving financial status over the next 12 months, 2016-19

Women feel less confident

Figure 24: Confidence in improving financial status over the next 12 months, by gender, 2017-19

High earners: still more confident than others, but less so than before

Figure 25: Confidence in improving financial status over the next 12 months, by monthly personal income, 2016-19

Employees at state-owned businesses and foreign enterprises become more cautious

Figure 26: Confidence in improving financial status over the next 12 months, by company type, state-owned business and foreign enterprises, 2018-19

Access to credit products drives confidence

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Figure 27: Confidence in improving financial status over the next 12 months, by current financial status, 2017-19

## Spending Confidence Influencing Factors

Income growth and living costs matter most

Figure 28: Confidence influencing factors, May 2019

Figure 29: Importance ranking of the confidence influencing factors, December 2016 and May 2019

Life stage influences what matters to different generations

Figure 30: Confidence influencing factors, by generation, May 2019

High income consumers and tier one city residents will take macro-environment into account

Figure 31: Confidence influencing factors, by monthly personal income, May 2019

## Financial Priorities in the Next 12 Months

Saving and investing for the future still come first

Figure 32: Financial priorities, May 2019

Big-ticket purchases give way to self-indulgence, especially among post-80s

Figure 33: Financial priorities, selected activities, November 2014 and May 2019

Figure 34: Ranking of the financial priorities, very important, by generation, May 2019

Lower tier cities have a more traditional mindset

Figure 35: Financial priorities, selected activities, by city tiers, May 2019

## Spending Habits

Consumers become more agile in their spending

Figure 36: Whether follow the monthly spending plan, November 2016 and May 2019

Figure 37: Financial priorities, any important, by whether follow the monthly spending plan, May 2019

Switching happens even when people love the brand

Figure 38: Brand loyalty, by selected demographics, May 2019

Value for money becomes more important

Figure 39: Value for money versus the best can afford, November 2016 and May 2019

Post-70s vs post-90s: patient bargain seekers vs instant gratification generation

Figure 40: Willingness to wait for a promotion, by generation, and city tier, May 2019

Nearly two in five would consider paying in instalments for big-ticket purchases

Figure 41: Payment preference for large items, by demographics, May 2019

## Preference for Investment Products

Top squad unchanged

Figure 42: Preference for investment products, May 2019

Men are more risk-tolerant

Figure 43: Preference for investment products, by gender, May 2019

Post-90s are interested in niche investment products

Figure 44: Preference for investment products, by generation, May 2019

High earners show investment expertise

Figure 45: Preference for investment products, by monthly personal income, May 2019

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### Meet the Mintropolitans

Uncertainties about the future make MinTs more conservative in spending

Figure 46: Confidence in improving the financial status, MinTs, 2016-19

Figure 47: Confidence influencing factors, by MinTs and non-MinTs, May 2019

Richer investment experience

Figure 48: Preference for investment products, By MinTs and non-MinTs, May 2019

Buy when needed, and use credit payments actively

Figure 49: Financial planning habits, by MinTs and non-MinTs, May 2019

Different from high earners, MinTs are more exploratory in trying out new brands

Figure 50: Spending habits, by MinTs and non-MinTs, May 2019

### Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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