

## **Consumer Lifestyles in China**

Market Direction | 2022-06-29 | 79 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1100.00
- Multiple User License (1 Site) €2200.00
- Multiple User License (Global) €3300.00

### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends in China.

Euromonitor's Consumer Lifestyles in China report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Overview market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

Scope

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Consumer landscape in China 2022

### Life priorities

Finding "me time" low by global comparison as a selfless culture prevails

Time for favorite activities ranks high among Chinese consumers

A prestigious image and being perceived as successful is paramount

Gen Z not as influenced by car ownership status

Consumers value quality and innovation but will choose trusted brands

Millennials have stronger in purchasing values and priorities

### Home life

Being digitally connected at home vital to majority of consumers

Gen X most active home exercisers

Poor air quality in cities drives desire for homes in areas with cleaner air

### Eating habits

Prepared food is popular as it is affordable and urban kitchens are small

Chinese consumers want foods with health and nutritional benefits

Low rates of food restrictions set to change as Gen Z adopt flexitarianism

Afternoon snacks at the weekend much more popular than during the week

Love of streaming among younger consumers drives snacking behaviour

### Working life

Work-life balance valued alongside job security and good salaries

Younger generations breaking the mould and choosing to work for themselves

Earnings seen as imperative but job security important as well

Flexible working hours most important future work expectation

Flexible working times are highly desirable for younger Chinese

### Leisure habits

High levels of weekly online socialising among all generations

Shopping remains a popular leisure activity in China

Millennials and Gen X are the most avid leisure shoppers

International travel remains subdued but domestic trips flourish

Gen Z less interested in outdoor/nature activities as they prefer to relax

### Health and wellness

A third participate in physical exercise almost every day

Walking and running easily accessible and a good reason to get outdoors

All generations enjoy walking and running to maintain health

Use of sleep aids far exceeds global average

Millennials more focused on stress-reduction activities than other generations

### Sustainable living

Over 60% of respondents worried about climate change

High levels of concern and positive actions across all generations

Reducing the use of plastics and food waste is a key concern for Chinese consumers

Young consumers more interested in using sustainable packaging

Chinese consumers vote with their wallets on brand values

Younger generations more inclined to buy from brands that support their values

### Shopping habits

Niche products and brands have unique appeal to Chinese consumers

Younger generations want personalised and tailored shopping experiences

Chinese are more influenced by their social network than their global counterparts

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Friends and family recommendations valued by Gen Z  
Subscriptions appeal to consumers for the enjoyment value  
Gen Z most motivated by the convenience of subscription services  
Consumers motivated to shop in-store to see or try before buying but lower than average  
Younger consumers still driven to visit stores to see physical products  
Price and variety of products motivate consumers to shop online  
Availability of a selection of brands drives Gen Z to shop online  
Spending habits  
Millennials focused on increasing spending on health/wellness, education and technology  
Younger cohorts expect to increase their savings, but Millennials also expect to spend more  
Technology  
Life lived online is carefully scripted and managing privacy is key  
Managing data sharing and privacy settings important across generations  
Smartphones lead the way in devices across generations in China  
Smart wearables exhibit consumers' love for tech-driven lifestyles  
Social networking is an integral part of life for Chinese consumers  
Millennials most active on social networking sites

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Consumer Lifestyles in China

Market Direction | 2022-06-29 | 79 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1100.00
	Multiple User License (1 Site)	€2200.00
	Multiple User License (Global)	€3300.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com