

## **Consumer Values and Behaviour in China**

Market Direction | 2022-06-29 | 59 pages | Euromonitor

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### **Report description:**

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in China.

Euromonitor's Consumer Values and Behaviour 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 Values 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.

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Scope

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Consumer values and behaviour in China  
Chinese consumers have a higher preference for branded over non-branded products  
Millennials focus on new and uniquely tailored products and want to engage with brands  
Gen Z have lower preference for branded goods than other generations  
Optimism shines through compared to global sentiment  
Face-to-face activities important despite high adoption of technology  
Positive outlook for all generations for a better life and financial future  
Chinese have a more positive outlook on safety, political stability and community  
Climate change concerns impact consumer outlook in China  
Consensus of the impact of climate change traverses all generations  
Chinese not working at home as much as their global counterparts  
Air quality most important consideration in urban environments  
Easy access to public transport most important consideration  
Chinese consumers far more likely to regularly eat out at a restaurant  
Busy consumers find eating out or ordering food for delivery more convenient  
Younger generations appreciate the convenience of ordering food for delivery  
Younger consumers more focused on healthy ingredients and reading nutrition labels  
Being able to work from home not seen as answer to better work-life balance  
Job security most important priority over earning a high salary  
Finding ways to simplify life a key focus for many consumers  
Catching up with friends and family regularly online popular across generations  
Shopping remains a popular leisure activity in China  
Millennials are the most avid cinema-goers  
Walking and running are easily accessible and a good reason to get outdoors  
Millennials most enjoy regular running and jogging for exercise  
Millennials more focused on stress-reduction activities than other generations  
Over 60% of respondents worried about climate change  
Reducing the use of plastics and food waste is a key concern for Chinese consumers  
Chinese consumers less inclined to repair broken items than global average  
Younger generations more inclined to buy from brands that support their values  
Bargain-hunting less important to Chinese consumers than their global counterparts  
Gen Z enjoy browsing in stores more than other generations  
Shoppers avoid unnecessary purchases and focus on personalised and niche products  
Gen Z less likely to seek out strong or well-known brands than Millennials  
Smartphone most used purchase channel except for large appliances  
Baby Boomers less likely to order products and services on a smartphone  
Health concerns drive intention to increase spend on health and wellness  
Millennials most focused on increased spending on health and wellness  
Gen Z and Millennials more focused on saving money over the next 12 months  
Over half of consumers prefer to communicate online  
Millennials feel it more important to cultivate their personal brand online  
Chinese consumers more likely to buy and share something via a social media platform  
Younger consumers like to share their purchases with their social network  
Adoption of digital payment apps drive high levels of in-store mobile payments  
Millennials more actively use their mobile phones to access services

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