

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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