

China: Consumer Profile

Global Strategy | 2023-06-28 | 45 pages | Euromonitor

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Report description:

Ageing, urbanisation and generational shifts shape China's demographic landscape. The number of seniors is projected to witness a substantial increase by 2040 while life expectancy grows and birth rates remain at all-time lows. Being the largest generational cohort, millennials will notably shape consumer preferences. In addition, the entry of Generation Z into the job market will have profound implications for businesses.

The China: Consumer Profile report offers a concise insight into the country's socioeconomic data, presenting a strategic snapshot of the consumer landscape today and in the future. It provides insights on population demographics, income and expenditure, and household composition, illustrated with Voice of the Consumer: Lifestyles Survey. Geared towards strategists and planners, the Country Consumer Profile report uncovers opportunities in the evolving consumer segments.

Product coverage: <|Products|>

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

Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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