

Consumer Values and Behaviour in China

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Abstracts

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

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.

Contents

Scope

Consumer values and behaviour in China

Health and safety remains a top priority when leaving home

Millennials feel at ease expressing their identity among friends and family

Brands are very important for Chinese consumers

Millennials are most likely to try a new product or service

Chinese consumers expect more in-person activities

Millennials are most optimistic about their future financial situation

While at home, consumers in China connect with friends or family virtually

Smart home functionality is what Chinese consumers are looking for in their homes

Chinese really enjoy eating out compared to global consumers

Consumers say that restaurants serve more delicious food than home-cooked meals

Younger generations prefer to order food for delivery

Consumers in China look for healthy ingredients in food and beverages

A third of Chinese consumers are looking for a good work-life balance

Consumers in China primarily desire job security

Chinese consumers expect a clear separation between their professional and personal life

Consumers like interacting with their friends virtually

Cinemas are most loved by millennial consumers

Chinese consumers love experiencing local culture while travelling

Chinese baby boomers like ecotourism and nature

Consumers in China are active runners

Chinese Gen X consumers cycle or bike

Sleeping aids are popular in China

Consumers strive to positively influence the environment

Consumers actively engaged in adopting more sustainable behaviours

Consumers in China motivated to employ eco-friendly materials for packaging

Chinese consumers buy from brands that align with their values and views

Opposite from global realities, Chinese consumers are least interested in bargains

Feeling good buying eco, most appealing to millennials

A third of Chinese consumers say they regularly seek strong or well-known brands

Millennials are more interested in personalisation

Subscription services and regular shopping is important for everyday essentials and food

Chinese expect to increase spending on groceries

Millennials most eager to spend on education

Chinese consumers are comfortable with their current financial situation
While millennials most comfortable financially, baby boomers sometimes rely on credit cards
Millennials expect to increase overall spending the most
Consumers in China take an active role in controlling the sharing of data
Gen X Chinese consumers state they prefer to communicate online
Consumers in China employ messaging or communication applications
Half of baby boomers are less active on communication apps and social sites
Gen Z are involved with metaverse platforms
Chinese consumers are more likely to share a purchase they made on their social media
Millennials most active in shopping through social media

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