

China: Despite slowing economy, poised to drive the future of consumption

Teaser

GfK Consumer Life Global
2019



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China's economic slowdown has dampened local consumer confidence. Nevertheless, the bigger story about China is its continued appeal and strategic importance for global brands. Poised to overtake the US as the world's top retail market this year, China is successfully transitioning into a consumption-driven economy, and marketers trying to prepare for the future of consumption and innovation can often get a glimpse of what's coming from this increasingly forward-leaning market. Already, China leads the world in ecommerce, mobile payments, the sharing economy, and sales of electric vehicles – to name a few. Chinese consumers – among the most tech-savvy and open to new solutions - will likely continue to embrace and demand breakthrough innovations.

As promising as it may be, China also represents an increasingly challenging market. Consumers are growing ever more sophisticated and demanding. Homegrown brands have emerged as fierce competitors that no longer just win on price. In addition, a strong sense of nationalism could work against foreign players.

So, who are Chinese consumers? What are their concerns, values and mindset, shopping and brand attitudes? How to address and win them?

Report specification & table of content



The report covers the following topics

Report specifications:

- 22 slides
- Language: English
- Region: China
- Year: 2019
- Delivery: 2-3 days
- Investment: € 2,500

Content:

The economy & confidence
Concerns
Values & mindset
Shopping & brand attitudes
Technology
Health & beauty
Transportation
Summary

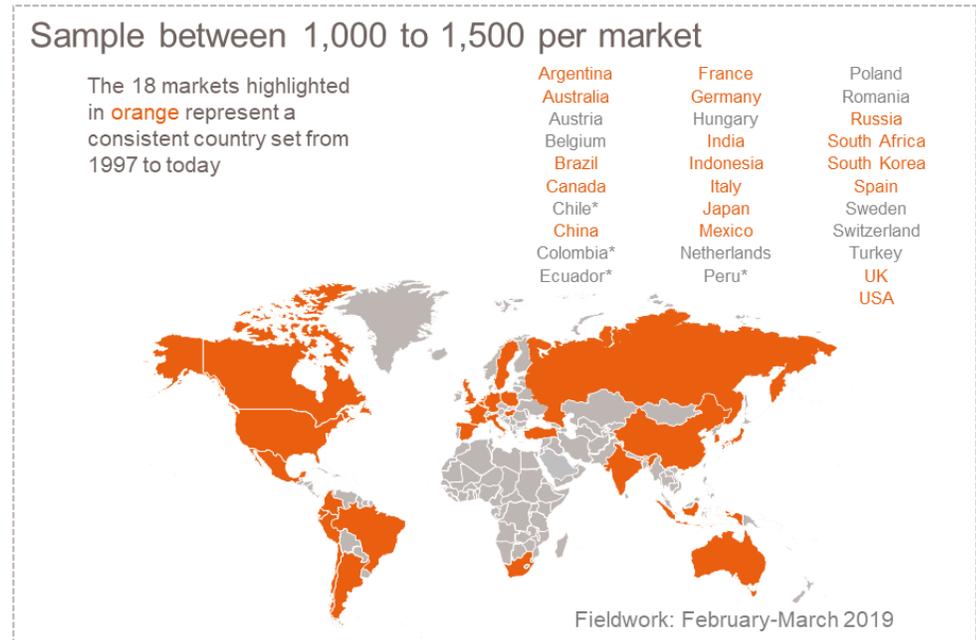
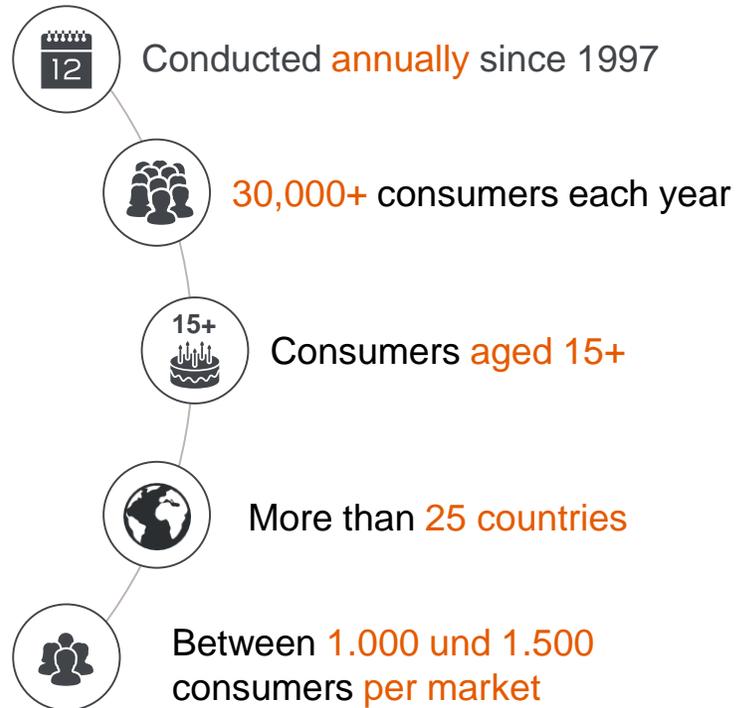


Data base: Consumer Life 2019



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The data in this report are drawn primarily from the GfK Consumer Life (Roper Reports®) global studies and secondary sources.



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Germany

Petra Süptitz

Director Consumer Insights

 T +49 911 395 3082

 petra.sueptitz@gfk.com
