

Truth behind the Myth: Understanding Chinese Consumers



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About

Truth behind the Myth: Understanding Chinese Consumers is the latest in our series of GfK Consumer Life Need to Know Reports, designed to get you the insights, foresight and inspirational thinking you need *right now* in a format that is easy to access and share within your organization.

GfK Consumer Life Need to Knows address **people** and **places** – “must-reach” audiences and markets – and **points of view** on the issues that matter most to your business or organization.

Each report is rooted in the most recent and relevant thinking from your GfK Consumer Trends team and our Consumer Life REPORTS WORLDWIDE consumer trends service – the most comprehensive source of intelligence and analysis on the mindset and behaviors of consumers around the world.

We hope this GfK Consumer Life **Need to Know** helps galvanize your thinking around your next marketing “**need to do.**”

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