

Income and Expenditure in Asia Pacific

October 2022

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Consumer incomes expected to benefit from liberalising trade environment

The highest savings ratio globally due to a desire for security

Gender gap to increase further as men are enjoying faster income gains

Short-term consumer market outlook clouded by economic uncertainty

REGIONAL CONSUMER EXPENDITURE

Spending on essentials to remain high due to rising prices

Expenditure on transport and hospitality to rise at the fastest pace

Asia Pacific to remain fragmented in terms of household expenditure

The need for family-orientated goods and services to remain high

REGIONAL DISTRIBUTION OF INCOME

Middle-aged consumers to shape demand for higher-value products

Lowest income class to expand at the fastest pace

Social businesses seek to promote employment in the region

Prevalence of informal labour and lack of social provision contribute to income inequality

Investments into rural areas help to mitigate the urban/rural expenditure gap

COUNTRY SNAPSHOTS

Azerbaijan: Share of income and wealth of the middle segment

Azerbaijan : Middle-income households

Azerbaijan: Essential spending by middle-income households

China: Share of income and wealth of the middle segment

China : Middle-income households

China : Essential spending by middle-income households

Hong Kong: Share of income and wealth of the middle segment

Hong Kong : Middle-income households

Hong Kong : Essential spending by middle-income households

India: Share of income and wealth of the middle segment

India : Middle-income households

India : Essential spending by middle-income households

Indonesia: Share of income and wealth of the middle segment

Indonesia: Middle-income households

Indonesia : Essential spending by middle-income households

Japan: Share of income and wealth of the middle segment

Japan: Middle-income households

Japan : Essential spending by middle-income households

Kazakhstan: Share of income and wealth of the middle segment

Kazakhstan: Middle-income households

Kazakhstan : Essential spending by middle-income households

Malaysia : Share of income and wealth of the middle segment

Malaysia: Middle-income households

Malaysia : Essential spending by middle-income households

Pakistan : Share of income and wealth of the middle segment

Pakistan : Middle-income households

Pakistan : Essential spending by middle-income households

Philippines : Share of income and wealth of the middle segment

Philippines : Middle-income households

Philippines : Essential spending by middle-income households
Singapore : Share of income and wealth of the middle segment
Singapore : Middle-income households
Singapore : Essential spending by middle-income households
South Korea : Share of income and wealth of the middle segment
South Korea : Middle-income households
South Korea : Essential spending by middle-income households
Taiwan : Share of income and wealth of the middle segment
Taiwan: Middle-income households
Taiwan : Essential spending by middle-income households
Thailand: Share of income and wealth of the middle segment
Thailand: Middle-income households
Thailand : Essential spending by middle-income households
Uzbekistan : Share of income and wealth of the middle segment
Uzbekistan: Middle-income households
Uzbekistan : Essential spending by middle-income households
Vietnam : Share of income and wealth of the middle segment
Vietnam: Middle-income households
Vietnam : Essential spending by middle-income households

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