Euromonitor International

Consumer Lifestyles in China

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in China 2025

PERSONAL TRAITS AND VALUES

Personal traits and values
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Consumers in China are in the habit of testing out fresh merchandise and offerings
Gen X planning to have a greater amount of time available for personal use
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
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Chinese seek finding peace and releasing tension when travelling
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Eating and dietary habits
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Working life
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Chinese would like to have flexible start and finish times
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Health and wellness
Respondents walk or hike for exercise
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Younger generations use apps to track health or fitness
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
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Older generations seek products with easy to understand labels

Older generations try to shop in locally-owned stores
Consumers often donate used items to a charity or non-profit
Younger generations often talk to companies through social media platforms
Millennials read consumer reviews online
Consumers in China expect to spend more on health and wellness
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Shopping and spending survey highlights

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