Euromonitor International

Consumer Values and Behaviour in China

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Scope

HIGHLIGHTS

Consumer values and behaviour in China

PERSONAL TRAITS AND VALUES

Most consumers take health and safety precautions when leaving the home
Older generations believe society accepts their identity
Consumers in China like to try new products and services
Millennials want personalised offerings that are tailored to their individual preferences
Consumers anticipate that their level of happiness will increase in the future
Gen X are hopeful that their life will be better in five years

HOME LIFE

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

COOKING AND EATING HABITS

Consumers in China prefer to cook or bake a dish themselves
Over a quarter of consumers state that eating out is more convenient than cooking at home
Younger generations state they do not have time to cook
45% Chinese look for healthy ingredients in food and beverages

WORKING LIFE

Half of Baby Boomers want to work for themselves
Consumers primarily value job security and reassurance in their employment
Younger generations maintain a strict boundary between work and personal life

LEISURE

Chinese consumers enjoy socialising with friends online
Gen X enjoy shopping as a leisure activity
Consumers' top travel motivation is relaxation
Younger generations expect high-quality food and a wide range of options when on vacation

HEALTH AND WELLNESS

Chinese participate in walking or hiking
Baby Boomers choose to run or jog as exercise
Chinese consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers try to have a positive impact on the environment through everyday actions
Consumers actively engage in adopting more sustainable behaviors
Consumers opt for packaging that is sustainable and environmentally conscious
Consumers donate to non-profits and charities supporting causes aligned with their values

SHOPPING

Consumers in China enjoy visiting shopping malls
Millennials experience a positive emotion when buying eco-friendly products
Consumers value personalised shopping experiences tailored to their preferences
Millennials are most likely to choose destinations based on shopping quality
Consumers in China subscribe to streaming platforms on the internet

SPENDING

Chinese consumers expect to increase spending on health and wellness
Gen X set to increase spending on health and wellness the most

Consumers in China can regularly save a part of their income
Older generations are the most comfortable with their financial situation
Older generations expect to increase overall spending

TECHNOLOGY

Over half of consumers prefer to communicate online
Younger generations actively manage data sharing and privacy settings
Most consumers in China use a communication or messaging app daily
Gen X regularly check or refresh profiles on a social media platform
Younger consumers engage with augmented or virtual reality shopping experiences
40% of consumers in China acquire products using a social media platforms
Millennials share their shopping activities online

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