



Megatrends in China

September 2024

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Megatrends framework

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CONVENIENCE

Convenience

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Chinese aspire to achieve better balance between work and leisure

Gen Z values instant gratification when making in-store purchases

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Digital living

OPPO launches China's first AI-enabled phone

Smart technology helps to speed up everyday tasks

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Diversity and inclusion

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Experience more

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Personalisation

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Premiumisation

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Pursuit of value

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Shopper reinvented

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Celebrity endorsements hold much sway with Chinese consumers

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Sustainable living

SUSTAINABLE LIVING

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APPENDIX

Leverage the power of megatrends to shape your strategy today

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