

Consumer Types in China

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DEMOGRAPHIC BREAKDOWN

Age and gender City size and parental status Education Employment (1) Employment (2) Income

RESEARCH OVERVIEW

Voice of the Consumer: Lifestyles Survey Euromonitor International's Consumer Types series How do we create our Consumer Types?

About Euromonitor International

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- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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