



**Euromonitor
International**

Consumer Values and Behaviour in China

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Scope

HIGHLIGHTS

Consumer values and behaviour in China

PERSONAL TRAITS AND VALUES

Chinese consumers have complex ideals, preferences and concerns

Younger generations express their identity openly with friends and family

Consumers in China enjoy experimenting with novel goods and amenities

Millennials carry out in-depth studies on the products and services they consume

Consumers expect they will be happier than they are now

Millennials anticipate an improvement in their quality of life

HOME LIFE

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

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to prepare dishes for themselves

Consumers state that opting to dine out at a restaurant is a more practical choice

Younger generations say that they tend to opt for more nutritious options when dining

Millennials focused on looking for healthy ingredients in food and beverages

WORKING LIFE

Gen Z expect to be employed in a nearby location

Consumers in China primarily desire to have a sense of assurance in job position

Chinese say they maintain a clear separation between their professional and personal life

LEISURE

Consumers in China connect with friends through digital means

Younger generations like to head to the cinema

Consumers in China primarily seek relaxation when travelling

Gen X expect great outdoors options when travelling

HEALTH AND WELLNESS

Consumers in China walk or hike for exercise

Younger generations participate in a fitness session with a group

Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers strive to positively influence the environment

Consumers actively working towards greener and more sustainable practices

Consumers in China motivated to use sustainable packaging

Consumers in China buy from brands that support issues aligned with their values

SHOPPING

Consumers enjoy going to retail centers

Millennials enjoy window shopping even when they have no intention of making a purchase

Chinese are seeking shopping experiences that are customized to their preferences

Millennials always on the lookout for well-known brand names

Chinese subscribe to online streaming services

SPENDING

Consumers set to increase spending on health and wellness

Younger generations foresee increasing spending on groceries the most
Consumers in China are capable of routinely putting away a fraction of their salary
Gen Z express a worry over their present economic state
Baby Boomers expect to increase overall spending the most

TECHNOLOGY

Consumers in China are proactive in managing data sharing and privacy settings
Older generations prefer to communicate online
Chinese employ messaging or communication applications
Gen X regularly view video content through a streaming service
Older generations frequently read reviews of goods and services
Consumers follow or like companies' social media feed or posts
Millennials most active in their actions with companies online

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