



Consumer Values and Behaviour in China

June 2024

Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in China

PERSONAL TRAITS AND VALUES

Health and safety remains a top priority when leaving home

Millennials feel at ease expressing their identity among friends and family

Brands are very important for Chinese consumers

Millennials are most likely to try a new product or service

Chinese consumers expect more in-person activities

Millennials are most optimistic about their future financial situation

HOME LIFE

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

Smart home functionality is what Chinese consumers are looking for in their homes

COOKING AND EATING HABITS

Chinese really enjoy eating out compared to global consumers

Consumers say that restaurants serve more delicious food than home-cooked meals

Younger generations prefer to order food for delivery

Consumers in China look for healthy ingredients in food and beverages

WORKING LIFE

A third of Chinese consumers are looking for a good work-life balance

Consumers in China primarily desire job security

Chinese consumers expect a clear separation between their professional and personal life

LEISURE

Consumers like interacting with their friends virtually

Cinemas are most loved by millennial consumers

Chinese consumers love experiencing local culture while travelling

Chinese baby boomers like ecotourism and nature

HEALTH AND WELLNESS

Consumers in China are active runners

Chinese Gen X consumers cycle or bike

Sleeping aids are popular in China

SUSTAINABLE LIVING

Consumers strive to positively influence the environment

Consumers actively engaged in adopting more sustainable behaviours

Consumers in China motivated to employ eco-friendly materials for packaging

Chinese consumers buy from brands that align with their values and views

SHOPPING

Opposite from global realities, Chinese consumers are least interested in bargains

Feeling good buying eco, most appealing to millennials

A third of Chinese consumers say they regularly seek strong or well-known brands

Millennials are more interested in personalisation

Subscription services and regular shopping is important for everyday essentials and food

SPENDING

Chinese expect to increase spending on groceries

Millennials most eager to spend on education

Chinese consumers are comfortable with their current financial situation

While millennials most comfortable financially, baby boomers sometimes rely on credit cards

Millennials expect to increase overall spending the most

TECHNOLOGY

Consumers in China take an active role in controlling the sharing of data

Gen X Chinese consumers state they prefer to communicate online

Consumers in China employ messaging or communication applications

Half of baby boomers are less active on communication apps and social sites

Gen Z are involved with metaverse platforms

Chinese consumers are more likely to share a purchase they made on their social media

Millennials most active in shopping through social media

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-values-and-behaviour-in-china/report.