

# Megatrends in China

July 2023

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## MEGATRENDS IN CHINA

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Chinese are keen to cultivate an online persona

Individuals like to stand out from others

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Freshippo grows its private label, featuring convenience and premiumisation

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The circular economy has not yet been fully embraced

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Celebrity brand endorsements hold sway among Chinese consumers

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Alibaba's Tmall moves to promote sustainability through green labelling

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The Chinese lag behind global counterparts when it comes to recycling

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Recyclable packaging is considered the most sustainable

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YouKuai's plant-based foods brand Zrou set for expansion

Consumers turn to sleep aids in times of stress

Millennials most likely to exercise regularly

People are concerned about health and safety when out and about

Leverage the power of megatrends to shape your strategy today

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