

# Income and Expenditure in Asia Pacific

October 2022

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Scope

Key findings

## REGIONAL OVERVIEW

Consumer incomes expected to benefit from liberalising trade environment

The highest savings ratio globally due to a desire for security

Gender gap to increase further as men are enjoying faster income gains

Short-term consumer market outlook clouded by economic uncertainty

## REGIONAL CONSUMER EXPENDITURE

Spending on essentials to remain high due to rising prices

Expenditure on transport and hospitality to rise at the fastest pace

Asia Pacific to remain fragmented in terms of household expenditure

The need for family-orientated goods and services to remain high

## REGIONAL DISTRIBUTION OF INCOME

Middle-aged consumers to shape demand for higher-value products

Lowest income class to expand at the fastest pace

Social businesses seek to promote employment in the region

Prevalence of informal labour and lack of social provision contribute to income inequality

Investments into rural areas help to mitigate the urban/rural expenditure gap

## COUNTRY SNAPSHOTS

Azerbaijan: Share of income and wealth of the middle segment

Azerbaijan : Middle-income households

Azerbaijan: Essential spending by middle-income households

China: Share of income and wealth of the middle segment

China : Middle-income households

China : Essential spending by middle-income households

Hong Kong: Share of income and wealth of the middle segment

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Vietnam: Middle-income households  
Vietnam : Essential spending by middle-income households

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