

**May 2016****消费热点研究 - China**

“尽管消费者信心指数依旧保持高位，但经济增速放缓以及金融市场发展不景气所带来的负面影响已渐渐影响他们的消费行为。目前，消费者态度谨慎却乐观。自我享受的需求拉动了非必需品品类市场的发展。”

**March 2016****Consumer Spending Priorities - China**

“Although confidence levels remain high, the negative impact from the slowdown in the economy and the sluggish financial market is starting to affect spending behaviour. Consumers are optimistic in a cautious way; however the need for self-indulgence is driving growth of discretionary categories.”

– **Gordon Gao, Senior Research Analyst**