

October 2020

消费意愿——二季度更新 - China

“拉动国内消费是2020年下半年中国经济恢复的关键所在。英敏特研究发现，尽管三分之二的消费者疫情过后收入有所减少，但其财务并未崩溃。“量入为出”的传统观念比以往更深入人心。”

高端品牌仍有机会，尤其在基本开支方面。消费者更有可能削减非必要支出，注重核心需求从而保证生活质量，而不是一味地降级消费。”

— 徐如一，北亚区报告总监

报告关键议题:

September 2020

Consumer Spending Sentiment - Q2 - China

“Driving domestic consumption will be key to China’s economic recovery in the second half of 2020. Mintel’s research shows consumer finances are not falling apart even though two thirds of people have experienced some loss of income after the outbreak. The traditional mindset of ‘spend within their means’ has proved ...