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## 消费热点研究 - China

“尽管大多数人财务状况仍然不错，但经济的不明朗已经给消费者敲响了警钟。消费者对自己财务状况的预期变得保守，储蓄意愿也有所上升。更多消费者不再盲目追随促销，而是购买自己需要的东西。在做购买决策时，性价比成为了决定性的因素。品牌无法再认为高利润和顾客的忠诚度是理所当然；他们需要通过产品和服务不断引发激动情绪，以保持消费者记忆。”

## Consumer Spending Priorities - China

“Although the majority are still in a good financial situation, uncertainties in the economy have rung alarm bells. Consumers have become more conservative in their financial outlook, and savings sentiment has also gone up. Instead of being blindly driven by promotions, more consumers are now buying what they need. When

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