

**April 2019****消费热点研究 - China**

“英敏特研究发现，消费者当前经济状况以及对自己未来一年财务变化的期望与去年调查结果相似。这表明整体消费情绪并未因不良宏观经济指标受挫。然而，每个群体的感受不尽相同。虽然对优质生活的渴望和收入提高仍是消费意愿的根本驱动力，但人们对闲钱的支配变得越来越谨慎。这意味着在未来几年，一味追求增长而忽视长期利润的做法对许多品牌将不再是可行之策。企业应更加注重自己的核心目标消费者并从中赚取更多利润。”

— 夏月，研究分析师

**March 2019****Consumer Spending Priorities - China**

“Mintel has revealed that consumers’ current financial situation and how they expect their finances to shape up over the coming year are close to last year’s survey results. This means that overall spending sentiment has not been hit by the negativity in macro-economic indicators.

**February 2019****对住房需求的态度 - China**

“随着政府发布针对投机买房及发展租屋市场的指导原则，一小部分受压抑的刚性住房需求在2018年被释出至买房市场，而租房比例却未上扬。主要原因是租客的多样化且特定的居住需求尚未被满足。总的来看，消费者投资买房的意向仍然很高，而且对于在非居住地的中国其他城市及海外城市的投资意愿开放。这意味着信任的建立变得前所未有的重要。”

— 尹昱力，助理研究分析师

**January 2019****Consumer Attitudes towards Housing Needs - China**

“With government introduced guidelines to control housing speculation and develop the rental market, in 2018, a small amount of pent up rigid demand for



## Consumer Finance - China

housing has been released into house purchasing market, but there was no rise in renting. The main reason for this is that tenants have diverse and ...