

RESEARCH

Spot survey finds 86pc Chinese consumers to spend less this year

March 19, 2020



The coronavirus paralyzed China and disrupted business and luxury operations for almost three months. Image credit: China Luxury Advisors

By LUXURY DAILY NEWS SERVICE

How has the coronavirus changed Chinese consumer attitudes?

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A new flash survey by China Luxury Advisors found that the vast majority intended to cut their spending, an unsurprising finding given the traumatic experiences emanating from the COVID-19 coronavirus spread first in China and then worldwide.

"As the U.S. and Europe battle the coronavirus, brands and destinations can look to China where consumers are beginning to emerge from the chaos for best practices and lessons learned," said Sage Brennan, cofounder of China Luxury Advisors, Manhattan Beach, CA.

China Luxury Advisors surveyed 1,097 consumers in China across more than 30 cities during the week of March 2. All respondents had taken at least one overseas trip in the past 12 months.



China is the world's fastest-growing luxury market. Image credit: Retail Store Tours

A few top-line themes emerged from this **research**:

Eighty-six percent of Chinese consumers are planning to reduce their spending this year

Self-care, stress management and healthy living will be prevailing themes in 2020

Fitness and exercise will increase, both within and outside of the home

WeChat will increase its dominance as the most-used social and communication platform, and online work and education platforms are expected to continue to outperform

Healthy living, wellness and distance learning are expected to continue to grow, while luxury handbags, apparel and entertainment industries will struggle to recover in the near term

Ecommerce will continue its dramatic expansion as a result of the coronavirus, both within China and via cross-border ecommerce platforms such as BorderX

Travel themes of relaxation and discovering new destinations will resonate most intensely with Chinese consumers after the coronavirus

Above all, like consumers around the world suffering from the coronavirus fallout, Chinese consumers had a common refrain, per the survey: "I just want to go somewhere and relax."

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