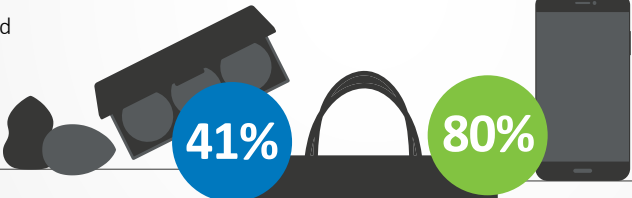


# China Consumer Sentiment Study — December Insights

Chinese consumers celebrated the year's end with gifts and food. Continued online shopping festivals during December encouraged beauty and toy purchase, and various holiday gatherings increased occasions to dine out. **Take a closer look at the December consumer trends our industry analysts in China have uncovered.**

## Beauty

February and March shared **the lowest purchase rate (41%)** during the whole year of 2021.



## Toys

**80% of Chinese consumers** chose to purchase toys on e-commerce platforms.

## Luxury

Most luxury consumers were willing to **pay 50% more for co-branding products.**



## Licensing

**Film entertainment licensing** were most popular among **women aged 15 – 54.**



## Sports

**Nearly 5% more consumers chose Adidas** for sports product purchases compared to November 2021.

NPD's **China Consumer Sentiment Study** encompasses the latest consumer data and expert insights. We're here to provide reliable updates on businesses in China and offer guidance for your long-term strategy in the new retail era.

Source: The NPD Group/China Consumer Sentiment Study, December 10 – 16, 2021



If you have questions, or if we can support your business in any way, please email [contactnpdchina@npd.com](mailto:contactnpdchina@npd.com) or call +86 (21) 62753222.

