

China Consumer Sentiment Study — Q1 2022 Insights

China's zero-COVID policy forced many consumers indoors during a late March 2022 lockdown. As in-store purchasing consideration shrank, online activity grew across several key categories. **Take a closer look at the consumer trends our industry analysts in China have uncovered from Q1 2022.**

Beauty

42% of consumers used less makeup due to mask-wearing routines.



42%

Toys

Toy purchases increased 6 points in Q1 2022 compared to Q1 2021.



6%

Luxury

58% of buyers were willing to purchase **luxury apparel and shoes** online. Only 19% considered purchasing jewelry.



58%

Licensing

42% of consumers claimed licensing would **increase their intention** to purchase apparel.



42%

200-600 RMB



Sports

200 – 600RMB was the main consumption price range for **sneaker products**.

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, January – March 2022



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

