



Euromonitor
International

Consumer Types in China

May 2026

Table of Contents

Scope

INTRODUCTION TO CONSUMER TYPES

Why segment consumers by type?

Breakdown of consumer types in China

SHOPPING HABITS OF CONSUMER TYPES IN CHINA

Who is the Connected Shopper?

Connected Shoppers : Demographic profile

Connected Shoppers: Values and influences

Connected Shoppers: In-store and online shopping motivations

Best ways to target Connected Shoppers

Who is the Changemaker?

Changemakers : Demographic profile

Changemakers: Values and influences

Changemakers: In-store and online shopping motivations

Best ways to target Changemakers

Who is the Experience Seeker?

Experience Seekers : Demographic profile

Experience Seekers: Values and influences

Experience Seekers: In-store and online shopping motivations

Best ways to target Experience Seekers

Who is the Wellness Enthusiast?

Wellness Enthusiasts : Demographic profile

Wellness Enthusiasts: Values and influences

Wellness Enthusiasts: In-store and online shopping motivations

Best ways to target Wellness Enthusiasts

Who is the Brand Champion?

Brand Champions : Demographic profile

Brand Champions: Values and influences

Brand Champions: In-store and online shopping motivations

Best ways to target Brand Champions

Who is the Trendsetter?

Trendsetters : Demographic profile

Trendsetters: Values and influences

Trendsetters: In-store and online shopping motivations

Best ways to target Trendsetters

Who is the Budgeteer?

Budgeteers : Demographic profile

Budgeteers: Values and influences

Budgeteers: In-store and online shopping motivations

Best ways to target Budgeteers

DEMOGRAPHIC BREAKDOWN

Age and gender

City size and parental status

Education

Employment (1)

Employment (2)

Income

RESEARCH OVERVIEW

Overview of Voice of the Consumer: Lifestyles Survey

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-types-in-china/report.