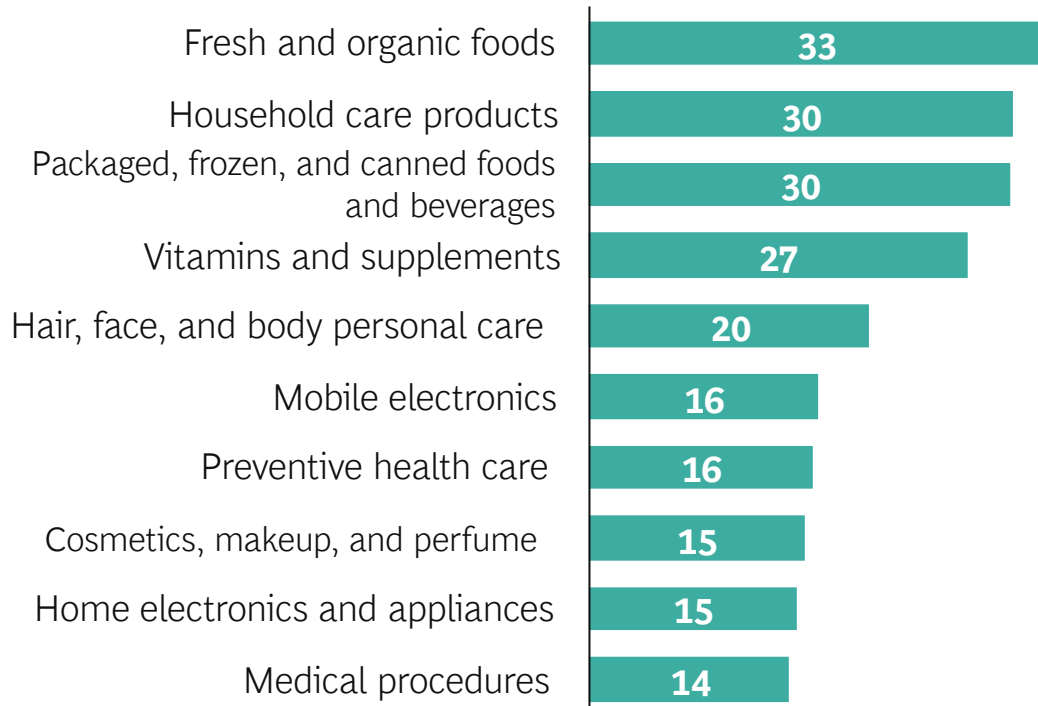


# Did You Know: Consumers in China Have Started Trading Up for Daily Essentials and Health Care

## Consumers who bought more expensive brands or products because of COVID-19 (%)



## Consumers who bought cheaper brands or products because of COVID-19 (%)



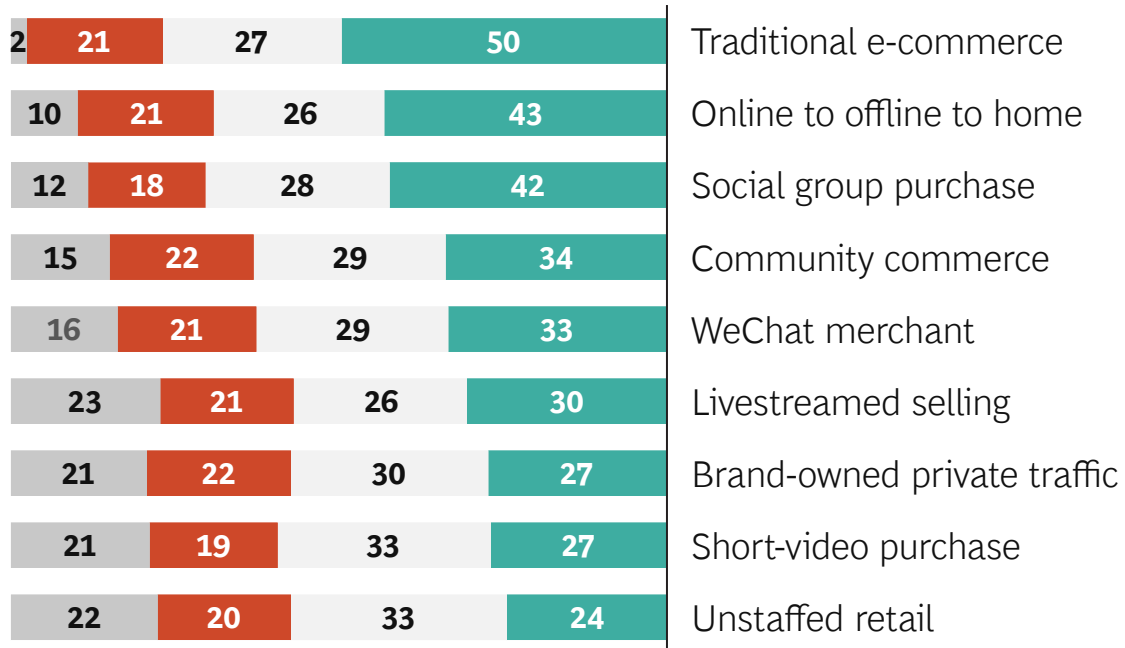
**Source:** BCG COVID-19 Consumer Sentiment Survey, May 8–10, 2020 (N = 2,884, unweighted, representative within ±3% of Chinese census).

**Note:** Questions were “In which categories have you bought more expensive brands/products as a result of the virus outbreak? Select all that apply.” and “In which categories have you bought cheaper brands/products as a result of the virus outbreak? Select all that apply.”

# Did You Know: Consumers Are Using More Social and Conversational E-Commerce Channels

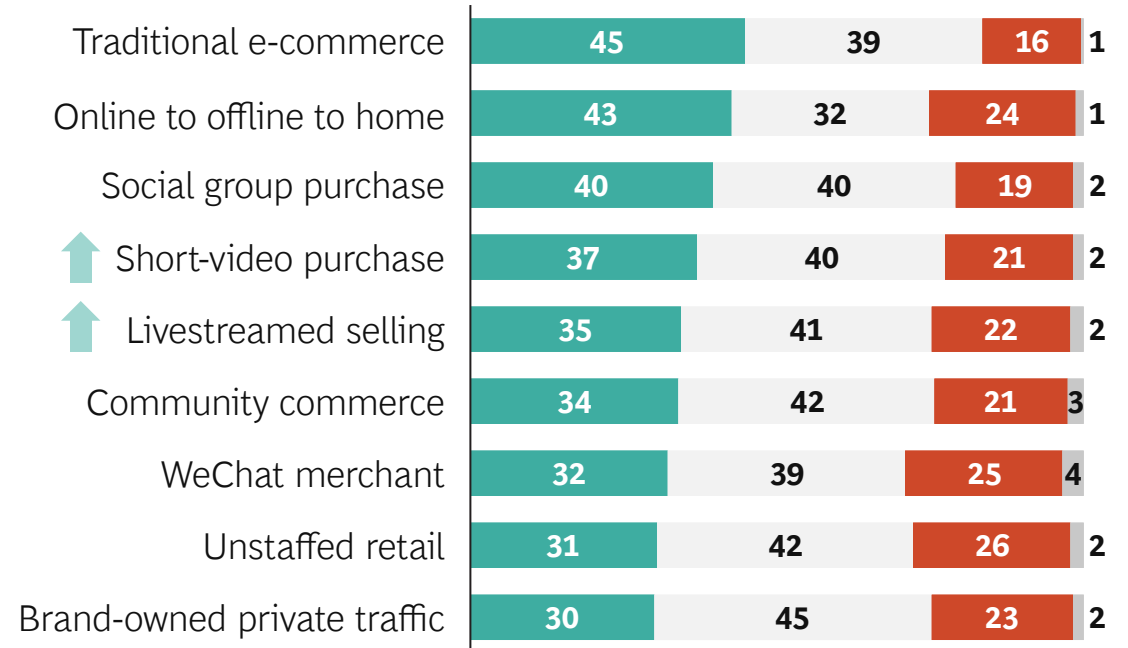
## Consumer spending during the past three months (%)

Average spending increase: 34%



## Consumers' expected spending during the next six months (%)

Average spending increase: 36%



More Same Less Don't spend in that area

Source: BCG COVID-19 Consumer Sentiment Survey, April 23–26 and May 8–10, 2020 (N = 2,779 and N = 2,884, respectively, unweighted, representative within ±3% of Chinese census).

Note: Questions were “In the past ~3 months during the virus outbreak how did your spending at each of the following compare vs. before the coronavirus?” and “For each of the below types of online shopping, do you expect to spend more, the same, or less over the next 6 months?”