China’s Evolving Consumers

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About The Book
The rise of China’s consumers is the opportunity of the century for many global brands. The past few years have seen an endless stream of books and articles on the fast growth of middle class wealth in China, most projecting booming sales in the coming decades. But these assessments usually fail to answer a deeper question about these consumers: Who are they? This book offers an answer to that question. In fact, eight answers.

Written by experienced marketing professionals and academics, China’s Evolving Consumers looks into the lives of eight different types of consumers who are shaping the culture and marketplace in China today.

Successful branding and marketing requires an intimate knowledge of the target customer, and for China, that means going beyond the fact that urban Chinese now live more comfortable lives and have more disposable income. Touching the hearts of Chinese consumers, particularly in the face of the rising power of domestic brands, means that global brands need a better understanding of what Chinese consumers dream about, what new pressures they feel and what fears they have.