

China's Top 100 Consumer Cities

For most established consumer products and services the question is not so much “whether they should be in the China market where consumer spending is growing at 6% per annum”, but rather “where in China they should have a presence?” China is a large country geographically, and there are differences in income levels by region. As such a brand would want to focus on those cities of China where there is an above average concentration of households that can afford to purchase their product or service, has good market growth prospects as well as geographically close to other such cities or the key business hubs of Shanghai, Beijing, Guangzhou or Chongqing.

Using a complete database of all cities in China, and applying appropriate selection criteria to that database, Global Demographics Ltd is able to identify, prioritize and profile the cities that meet these criteria both now, and through to 2020, because with growing affluence the number of relevant cities grows as rapidly as the market itself and individual brands need to continuously be aware of where the new consumer is.

Format

PDF of PowerPoint Format, 109 pages

What it is useful for

This report based on a comprehensive analysis of the 762 urban areas of China that have more than 200,000 urban dwellers in them in 2010, and establishes and prioritizes which ones of them are currently important from a consumer market point of view for products or services that are aimed at households with an income in excess of either Rmb 60,000 pa (US\$8,600); Rmb 90,000 (US\$13,000) or Rmb 120,000 (US\$17,200) – there are three versions of the report. It is essential information for any manager of a brand that is either entering China for the first time or is considering expanding its geographical coverage of China.

Analysis covered in this report:

Global Demographics Ltd is uniquely positioned to develop this report as it has developed a single source database of 2,278 counties of China (nearly all counties in China) covering their reported demographic size and number of households and GDP and estimated distribution of households by income, expenditure patterns, age/gender profile and household size profile by each of urban and rural populations given reported profiles at Prefecture level and of relevant sub populations. The model is validated by the requirement that in any one year the variables must add to the Prefecture, then Province and ultimately National profile. The database uses actual data from 2002 to 2008 to develop relationships and trends for forecasting, and projects to 2030 although we currently recommend using to 2020 due to the dynamic nature of intercity migration.

By having such a complete single source database it is then possible to apply a variety of criteria to the urban areas in this database to identify those that meet those criteria that are considered to be particularly relevant when selecting which cities to focus marketing

resource on. That is, absolute size of the target market (number of relevant households – is it sufficient to enable a profit for the distributor), projected growth rate (not all cities are growing at the same rate), density per sq km of target households (this varies substantially and has implications for the ease at which target households can reach a distribution outlet and number of outlets required), and finally absolute spending power on the category.

This identifies a list of all cities by importance and this can then be ‘cut off’ depending on desired reach and coverage.

Depending on the version of the report purchased, the target market is defined as urban households with an income in excess of Rmb 60,000. Rmb 90,000 or Rmb 120,000 pa in 2008 values.

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**** Listing includes the following variables for each city for each of 2010 and 2020:** Urban population, Urban households, GDP pc, Average Urban Household Income, Number of households with an income over Rmb 60,000/90,000/120,000, average income of households with income over Rmb 60,000/90,000/120,000 pa, Average expenditure of households with income over Rmb 60,000/90,000/120,000pa, Average annual savings of households with income over Rmb 60,000/90,000/120,000pa, total market value of income, expenditure and savings (households multiplied by average of each item) , Households with an income over Rmb 60,000/90,000/120,000per sq km.

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