



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

CHINA-ITALY CHAMBER OF COMMERCE

III CICC Members Meeting
Shanghai
16th February 2017





China Consumerism

CICC meeting
Panel Discussion
February 16, 2017

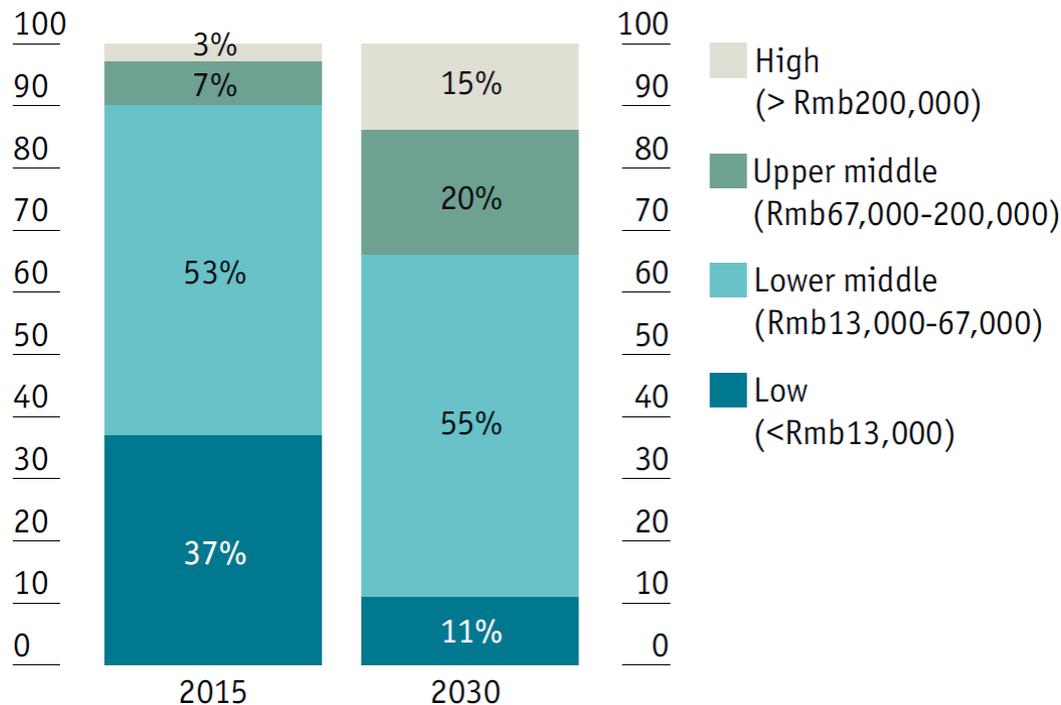




The growth of income

Annual disposable income per capita distribution

(% of total population, grey income-adjusted, constant 2015 prices)

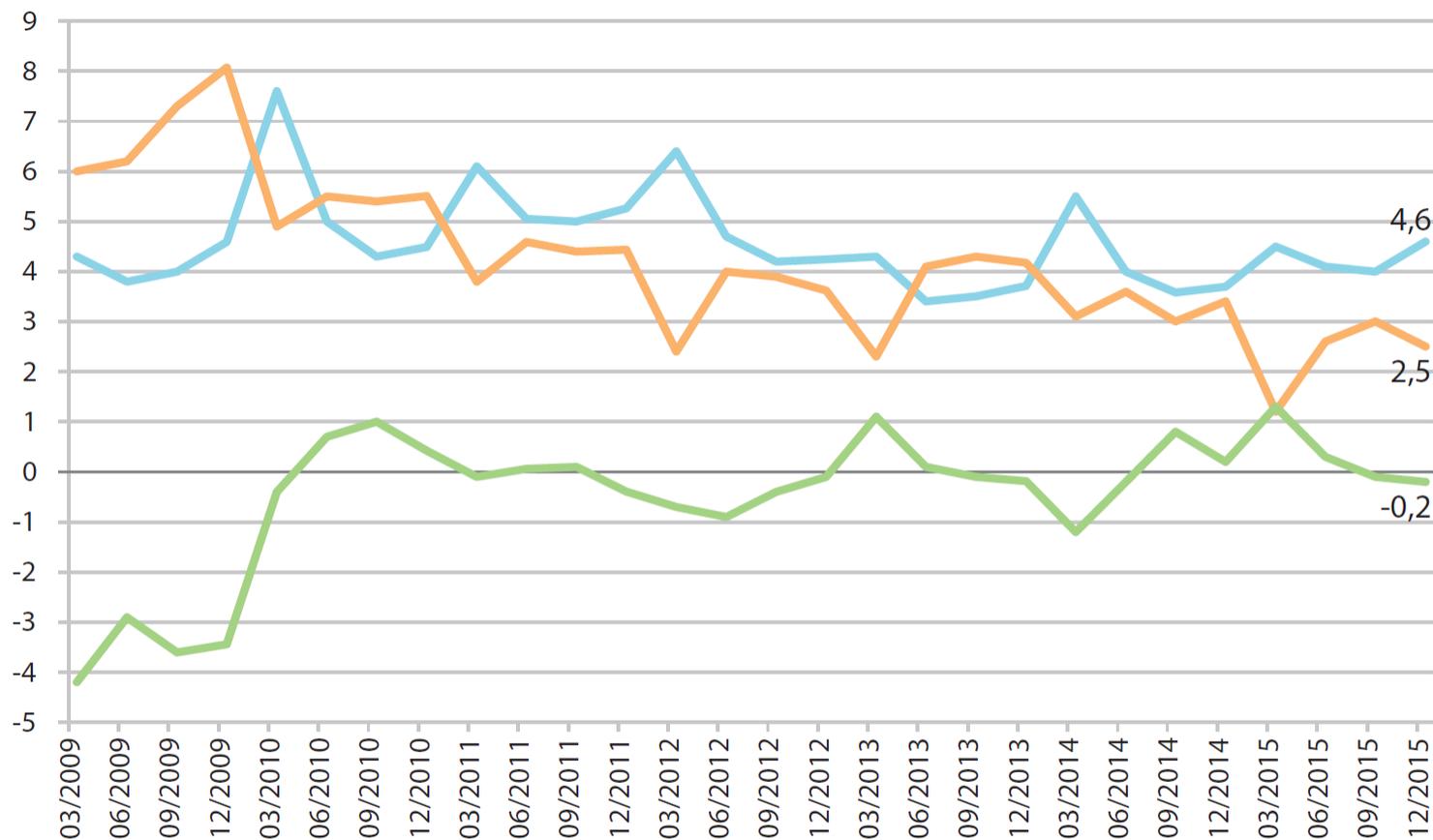


Source: The Economist Intelligence Unit.



Growth of consumption

Fonte: CeSIF; Ceic



— Contributo alla crescita del Pil: spese per consumi finali

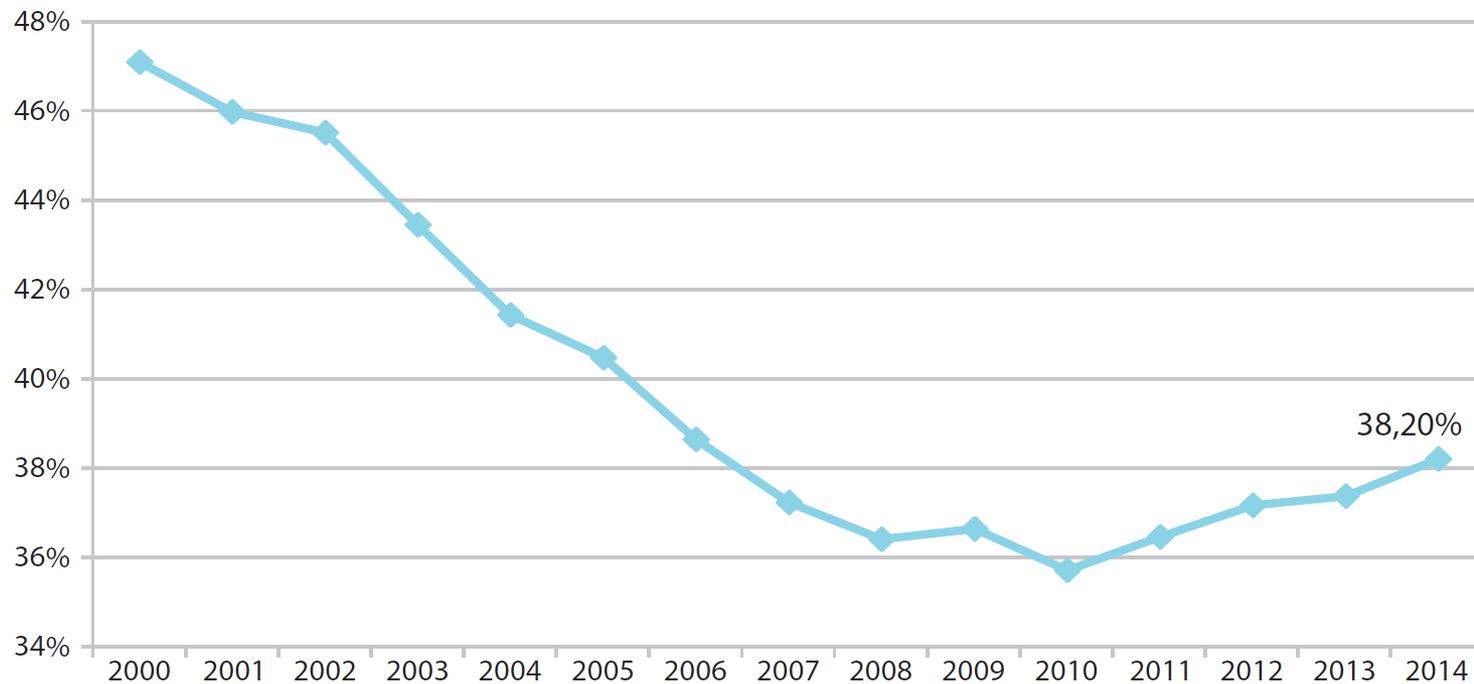
— Contributo alla crescita del Pil: investimenti lordi

— Contributo alla crescita del Pil: esportazioni nette di beni e servizi



Consumption impact on GDP

Fonte: CeSIF; Ceic

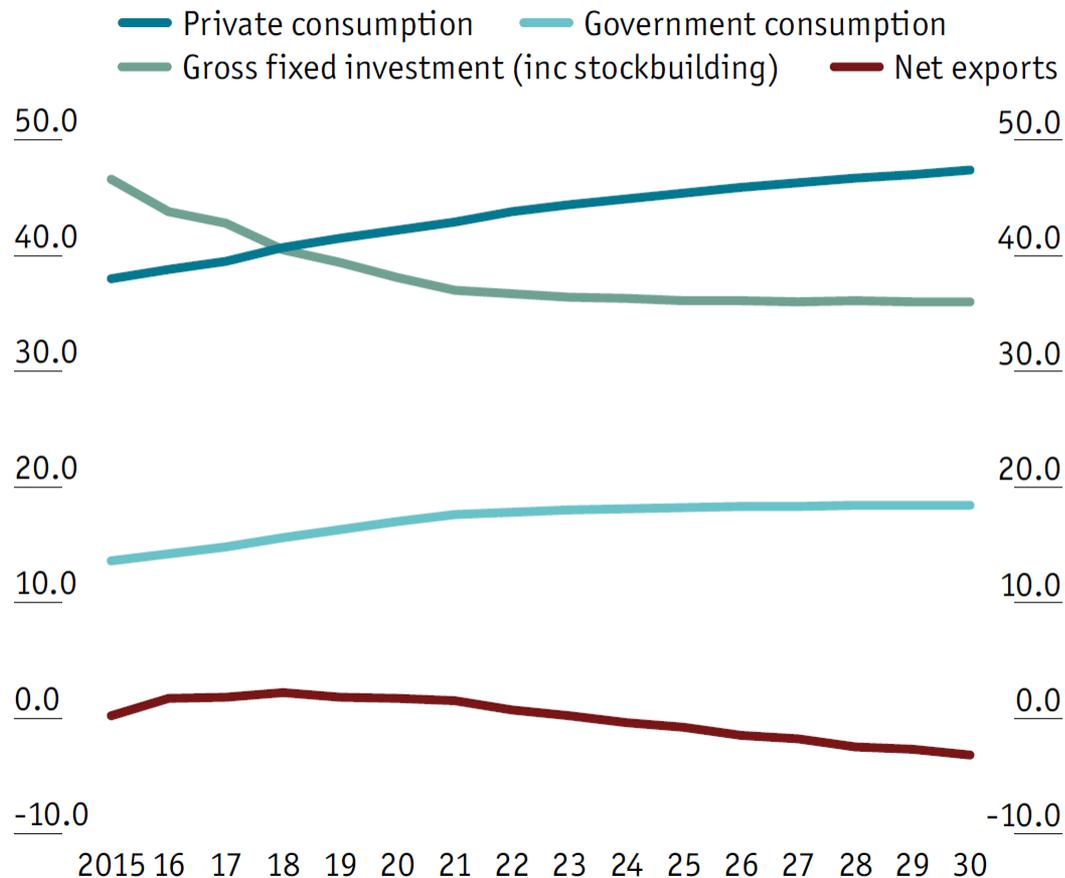


The Projected Growth of Consumption



Structure of nominal GDP

(%)

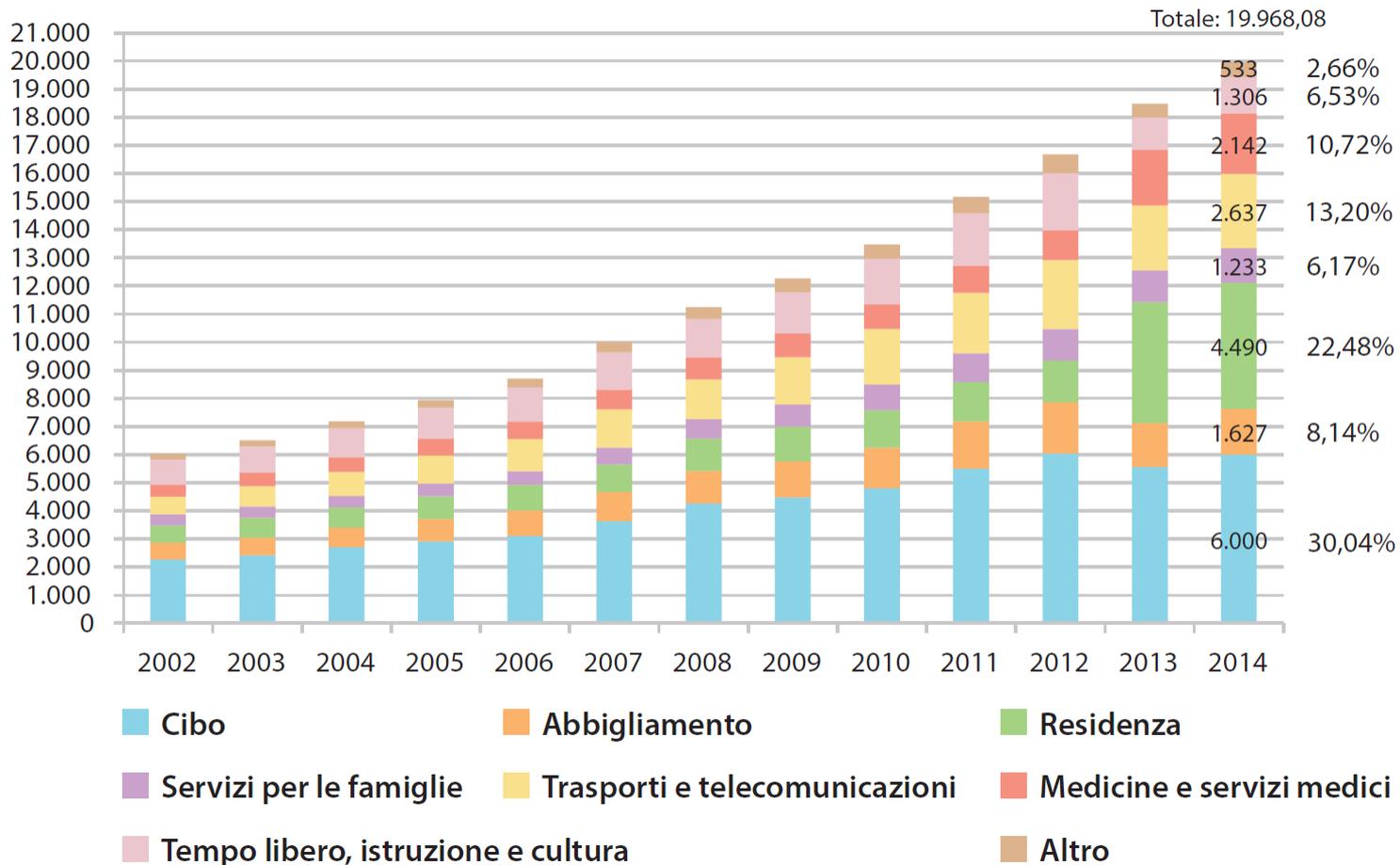


Source: The Economist Intelligence Unit.



Which Product/Service?

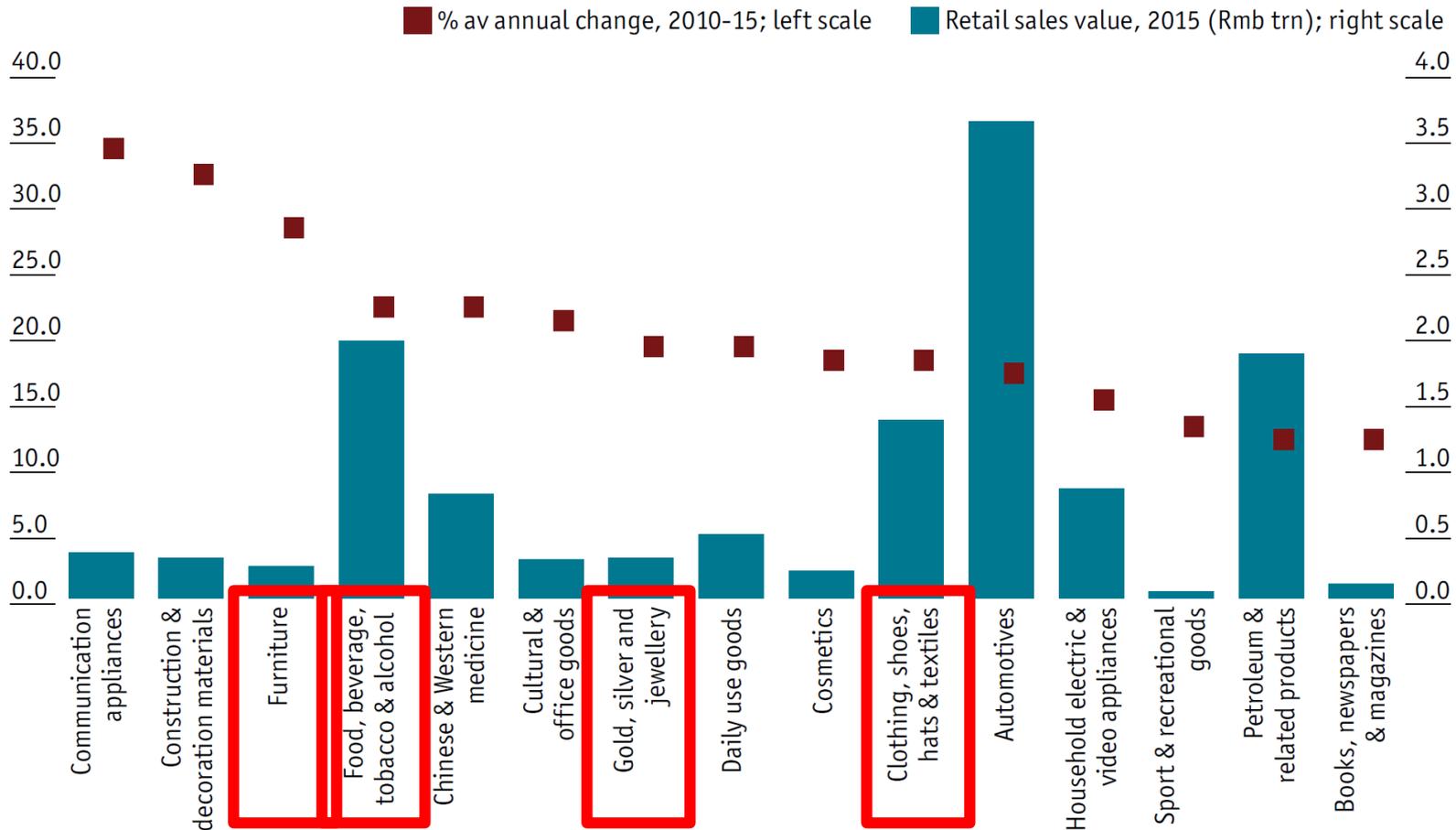
Fonte: CeSIF; Ceic





Which products?

Value and growth of retail sales of consumer goods



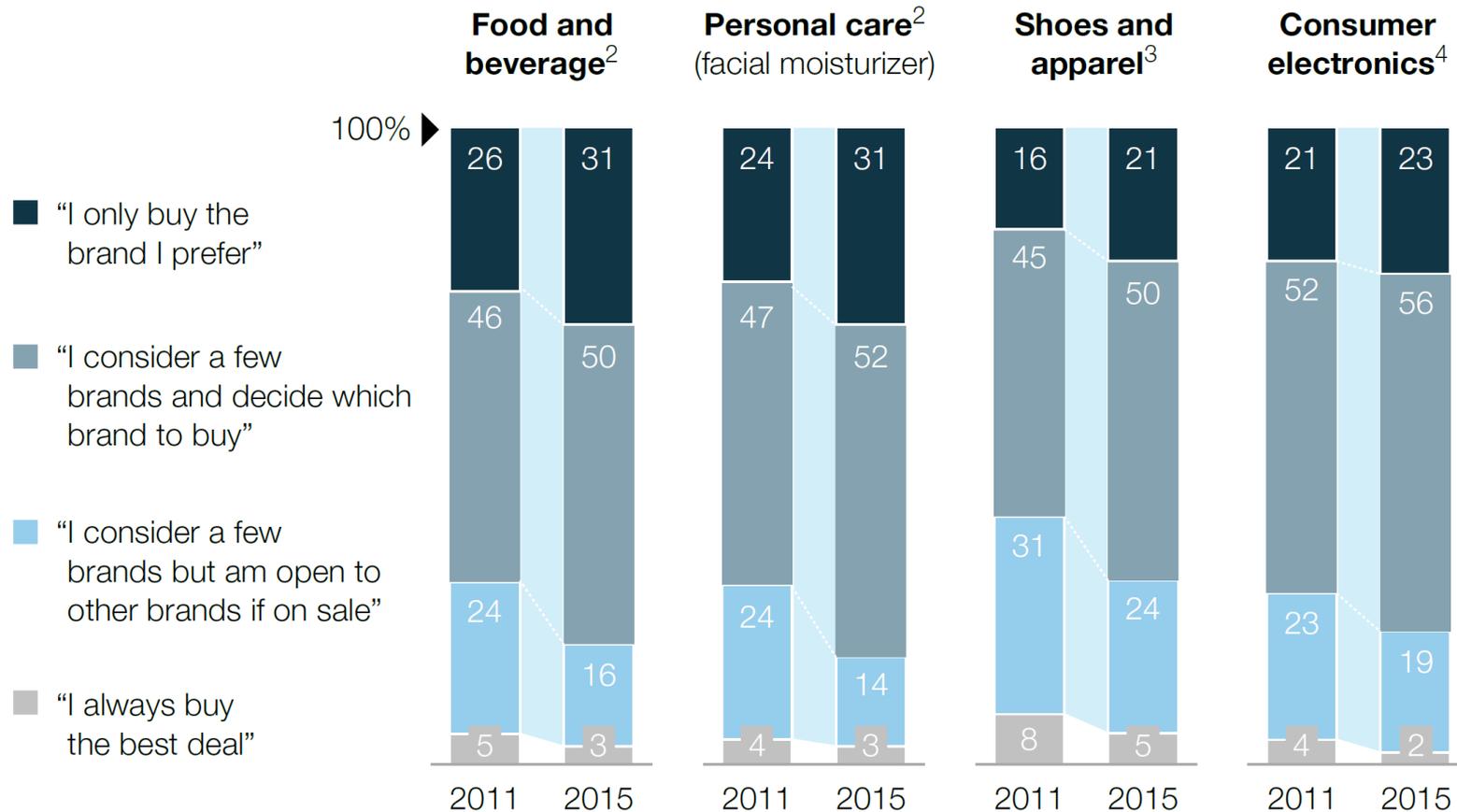
Sources: National Bureau of Statistics; The Economist Intelligence Unit.



The value of the brand

Which statement best describes your shopping experience?

% of respondents¹



¹ Including common products such as beer and chocolate.

² Figures do not sum to 100%, because of rounding.

³ Including sports clothes and shoes, leisure wear, and women's shoes.

⁴ Including flat-panel televisions, laptops, and mobile handsets.



Panel Discussion: Which space for Italy in today and 2020 market?

Stefano Mologni

Marco Pizzoli

Moderatore: Valtero Canepa

