

# YOUNG CHINESE WOMEN TODAY

Confident, Independent and a Major Economic Force According to Nielson Report

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ith greater economic independence comes increased self-confidence and Chinese women under age 30 are showing confidence levels that are higher than that of men in the same age group, according to Nielsen's Consumer Confidence Report.

China's rapid economic growth in recent decades has transformed the nation's women. Today, Chinese women balance between multiple roles at home and in society. While still being considerate

mothers and wives, they are now competent figures in the workplace too.

Given the rapid increase in individual incomes and continuing improvements in domestic and social status, Chinese women—particularly urban dwellers—have become a major force in the consumption of daily and durable products and they are having a greater impact on society as consumers.

The current generation of Chinese women aged 30 and younger have grown up in relatively good living conditions. China's rapid social development during the past 30 years has afforded younger women opportunities that were not available to their older counterparts.

Escaping the centuries-old belief that they are inferior to men, women today are more independent and play greater roles in the workplace,

economy and society than previous generations. Modern Chinese women are also more self-confident and they aspire to higher personal and professional achievements. And even though some of these women are very rich now, they remain well-grounded and focused on family. They also tend to take pride in their husbands' successes and pay attention to their family's health and their children's education.

Women today are setting the consumption agenda in China. They are demanding high-end products and a better quality of life. Given China's large geographic area and massive population, consumption habits vary from one region to another. Fast-moving consumer goods' manufacturers and retailers must understand and respond to the unique needs of these consumers.

