

Health & Wealth

17th March 2022

Chinese society has a unique system of beliefs about health and nutrition which have been influencing purchasing decisions for decades.

Yet the Coronavirus health crisis has accelerated a shift from collective notions of health and wellness towards more individualistic pursuits of balanced lifestyle with a strong emphasis on eating and drinking for health, beauty and immunity.

This session will focus on:

- the new purchasing drivers of Chinese consumers who already spend a disproportionate high share of their wallets on food and drink compared to any other nation.
- the trends of consumption upgrade towards premium, traceable and high nutrition products
- identify the emerging opportunities for UK brands in a rapidly growing health and wellness market.
- the sales channels for health and wellness products
- examples of the winning marketing and consumer communication strategies deployed by the key players in the sector



CBBC CHINA CONSUMER MASTERCLASS SERIES

LONDON - FEBRUARY 2022

DELIVERED OFFLINE AT THE CBBC LONDON OFFICE

Join us for CBBC's China Consumer masterclass series 2022.

Continuing travel restrictions make the fast evolving Chinese consumer market ever more difficult to keep track of but the commercial opportunity remains real and growing. Between 2000 and 2020 Chinese consumers' collective net worth has shot up from £5 trillion to £90 trillion according to McKinsey, rising up nearly 50% faster than GDP. No consumer brand with international ambitions can afford to miss the significant potential for growth that China represents nowadays.

Our new China Consumer Masterclass series aims to bridge the gap - offering real time insights into the consumer piece, retail space and digital dimensions of this challenging market. You will hear from our sector and e-commerce specialists on how the market is evolving and where the purchasing priorities are, review the up-and-coming niche opportunities.

Representatives of China savvy digital agencies will share the Dos and Don'ts of international brands growing in the market. You will also mingle with like-minded retail and food and drink brands looking to update their China skills and knowledge.

AGENDA

- 10:00am - arrival & refreshments
- 10:30am - first session
- 12:00pm - networking & light lunch
- 13:00pm - second session
- 14:30pm - networking
- 15:00pm - end

Prices

Non-members: £100 plus VAT

Members: £65 plus VAT