

newsworthy trends

Chinese Consumers Want To Buy American

(NAPSA)—Next time you buy a product that's made in China, consider this: Consumers in China are buying American products—and they'd like to buy even more.

According to a new public opinion poll, China's emerging urban middle class—"Chuppies"—want to see more American products in their local stores. The survey found the American products that Chinese consumers want most are high-quality personal care toiletries, consumer electronics, apparel and fashion accessories, music and DVDs/videos. The items drawing the least interest: American cigarettes and liquor.

"While U.S. exports to China have grown 80 percent over the last four years, this survey shows the Chinese are interested in even more quality American items," said Kurt Kuehn, UPS senior vice president for worldwide sales and marketing. "The spending power of this middle class is exploding, offering great opportunity to many American small businesses."

When deciding what to buy, Chinese consumers take many factors into consideration. Sixty percent of those polled cited quality as the most important purchase decision factor. That was followed by price/value at 18 percent, which was more important to older respondents than younger ones.

The study also offers insight into

Top Categories In Which Urban Chinese Consumers Would Like a Broader Selection of U.S. Products



Base=All Respondents
RESEARCH INTERNATIONAL



American-branded products are popular with well-educated young Chinese people.

the spending habits across different age groups. For example, consumers under 40 are more interested in America's books, music and videos, with 20-to-29-year-olds most attracted by consumer electronics and American apparel and fashion accessories.

Conducted by Research International, the survey polled 1,140 Chinese consumers between the ages of 20 and 59 in six cities. UPS commissioned the research to help its customers learn which American products are most in demand, and to stay abreast of consumer trends within China.

UPS plays a major role in moving products between the United States and China. Every week, UPS operates 18 direct flights between the two nations, and is the first global package delivery company to establish large-scale, wholly owned operations within China.