

2023 China Business Climate Survey Report
2023年度中国商务环境调查报告

Consumer Products Industry Report 消费品行业报告

This report distills industry-specific data from the full 2023 BCS Report reflects specific industry's business climate. We hope this report is helpful for our members to measure their operations and compare business outlooks and strategies with their industry and the broader foreign business community.

We want to thank all our members who took the time to participate in the survey. Your input is greatly valued and the key to our joint success.

**All data in this report was rounded to the nearest whole number. Therefore, some charts or graphs may not equal 100 percent.
**Some response options and categories in the BCS have changed over time to address current market realities.*

- Executive Summary
- Financial Performance
- Investment Plan
- Two-Year Business Outlook
- Top three business challenges and opportunities

Consumer Products Sector Executive Summary

- In 2022, over half of the consumer products sector members expressed a profit increase, 12pp higher than the overall respondents.
- The sector members estimated that the revenue would be less optimistic, with 66% reporting either break even or loss, a similar result to the overall respondents (68%).
- When asked about the investment plan, less than one-third (28%) of the sector members said that China's investment environment was improving, and less than half of the sector members (44%) said China was their company's first or top three near-term investment destination.
- Across all seven aspects of business operation in China, the consumer products sector members showed positive attitudes toward profitability potential (64%), domestic market growth (56%), and economic recovery (56%).
- The sector members addressed concerns about regulatory compliance risk as one of their top three business challenges in China (40%).
- Increasing consumer demand for foreign brands/quality (44%) and expanding business to cover more of China's domestic market (e.g., entering new cities and regions) (28%) are among the top three business opportunities for the sector members.

本报告从2023年度BCS报告全文中摘取了消费品行业的数据，以反映具体的行业商务环境情况。我们希望本报告能成为会员公司在其具体行业乃至更广泛的外资企业中，衡量业务、比较商业前景与策略的实用工具。

中国美国商会向所有参与此次调查问卷的会员机构致以诚挚的谢意。您的贡献是我们共同成功的关键。

**此报告中的所有数据四舍五入到最接近的整数，因此一些图表数值可能不等于总额（100%）*

***BCS中的一些回答选项和类别会有所变动，以孙颖当下不断变化的市场现状*

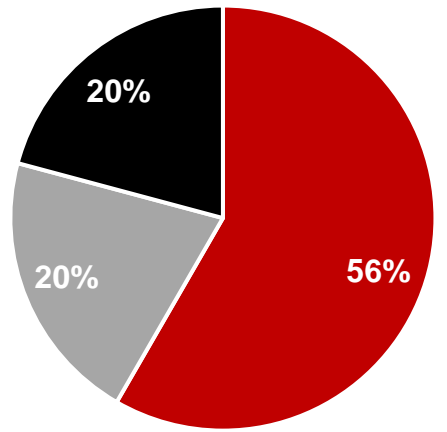
- 摘要
- 营收状况
- 在华投资计划
- 今后两年中国业务展望
- 在华运营前三大挑战和机遇

消费品行业概述

- 2022年，超过半数消费行业会员企业报告盈利，比所有行业受访会员企业比例高12个百分点。
- 但同时，消费行业受访企业预期2022年度营收较为悲观，其中有66%受访会员企业报告预期营收基本持平或亏损。这一结果与所有受访会员企业结果(68%)相似。
- 28%的消费行业会员企业认为中国的投资环境有所改善，44%的该行业会员企业认为中国是该公司近期首要或前三大投资目的地之一。
- 在今后两年的中国业务展望中，消费行业会员企业对盈利潜力(64%)、国内市场增长(56%)以及经济复苏(56%)持乐观态度。
- 该行业会员企业表示“监管合规风险”是前三大在华运营挑战之一(40%)。
- 消费行业会员企业认为“消费者对外国品牌/质量日益增长的需求”(44%)和“扩大商业规模以覆盖更大的中国本土市场(例如进入新的城市或区域)”(28%)是该行业前三大在华运营机遇。

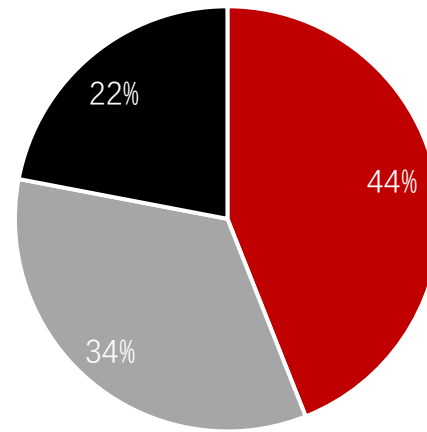
Financial Performance

Consumer Products Sector



■ Profitable ■ Break even ■ Loss

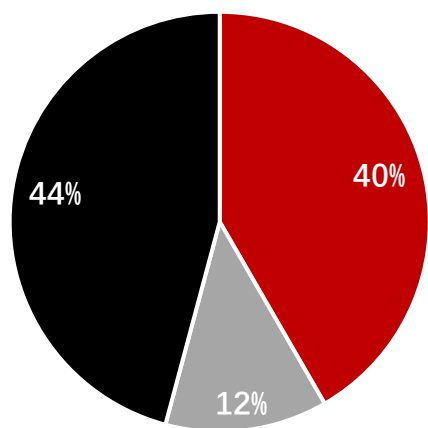
All respondents



■ Profitable ■ Break even ■ Loss

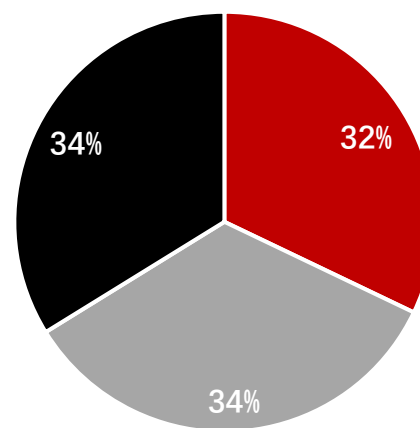
Estimated Revenue

Consumer Products Sector



■ Up ■ Comparable(± < 2%) ■ Down

All respondents



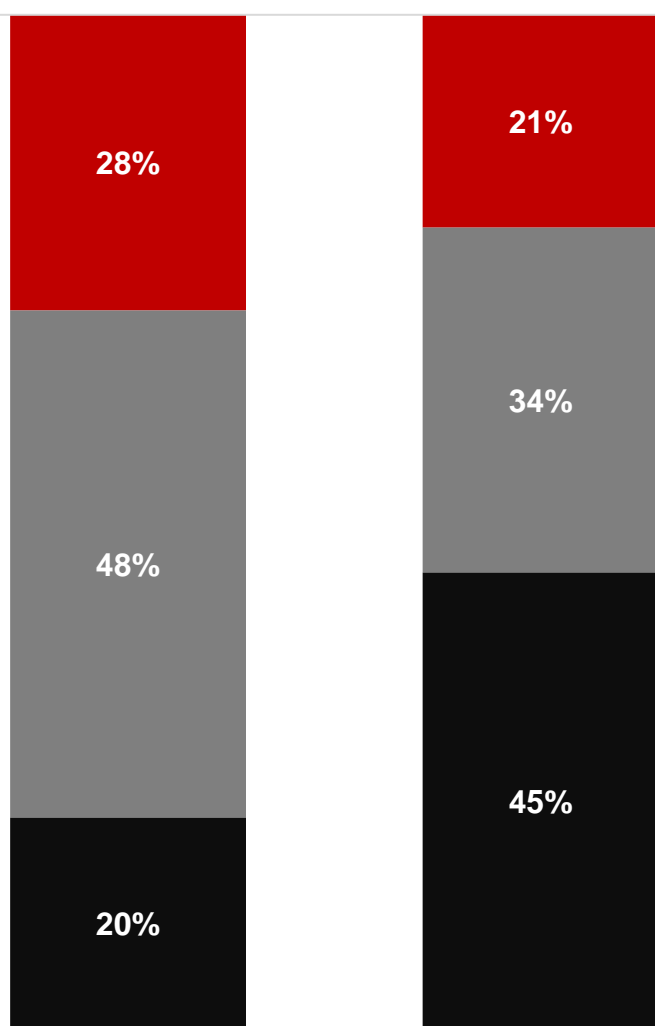
■ Up ■ Comparable(± < 2%) ■ Down

Investment Plan

China Investment environment quality

Consumer Products

All

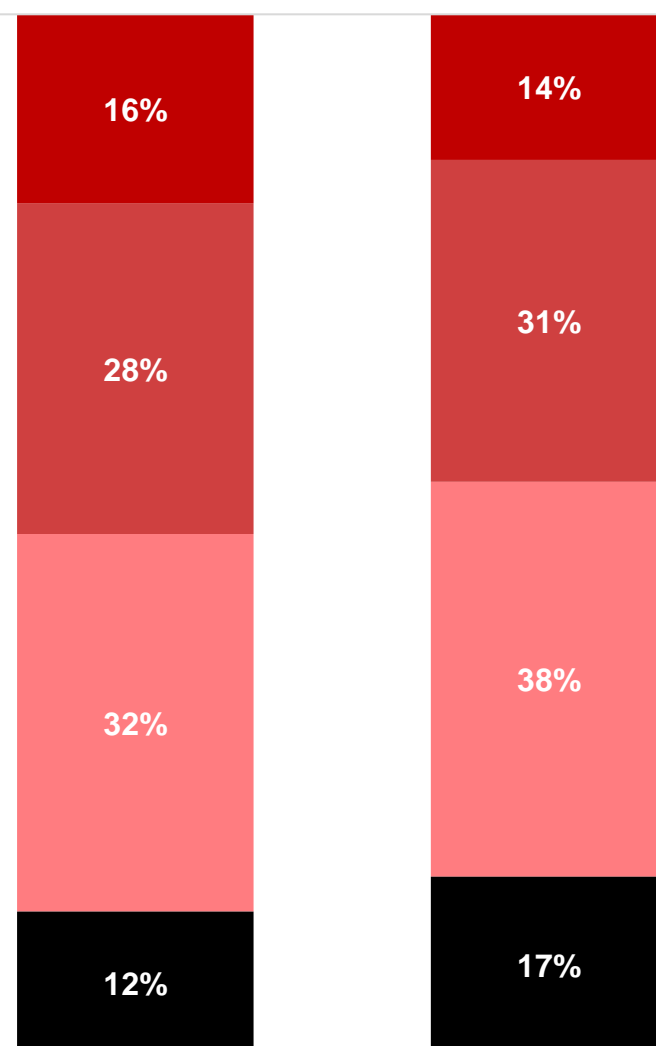


■ Improving ■ Staying the same ■ Deteriorating

China ranks of near-term global investment destination

Consumer Products

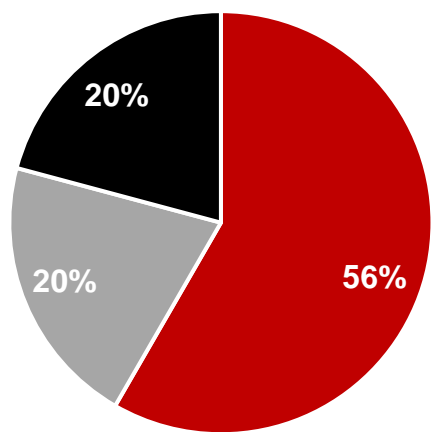
All



■ First priority ■ Top three priority
 ■ One among many destinations ■ Not a high priority

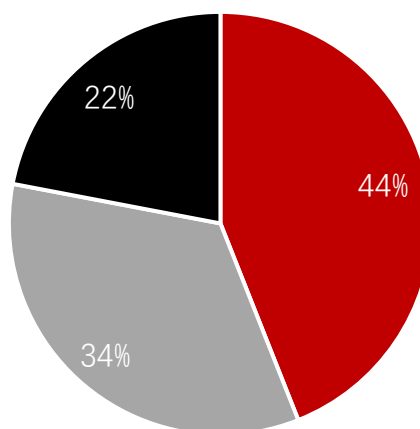
财务状况

消费品



■ 盈利 ■ 基本持平 ■ 亏损

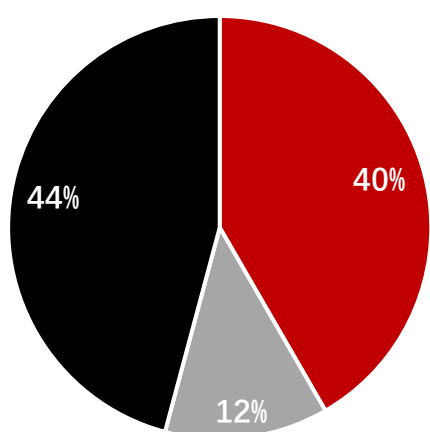
所有受访会员企业



■ 盈利 ■ 基本持平 ■ 亏损

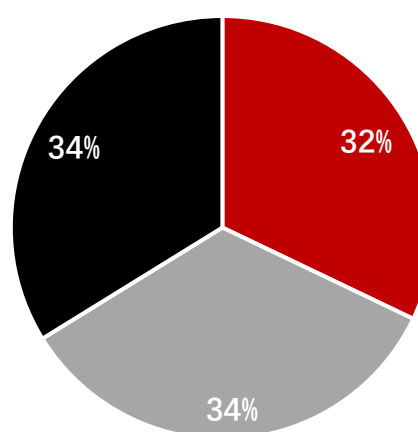
预计年度经营收入

消费品



■ 上升 ■ 持平 ■ 下降

所有受访会员企业

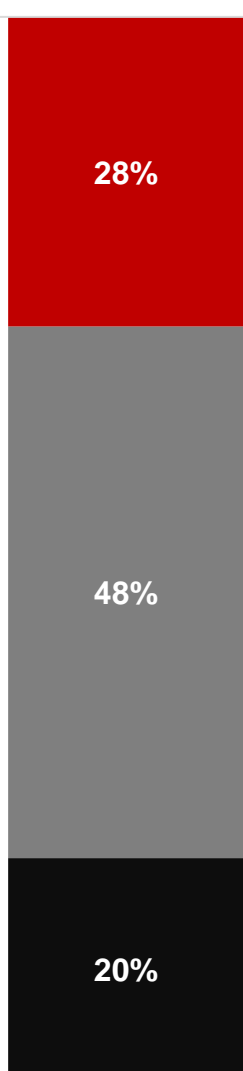


■ 上升 ■ 持平 ■ 下降

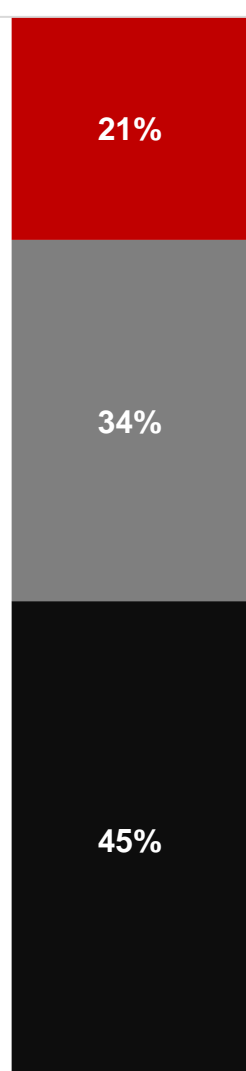
在华投资计划

中国投资环境质量

消费品



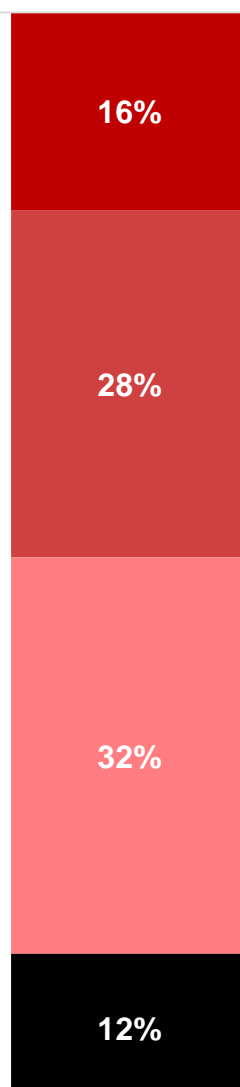
所有受访会员企业



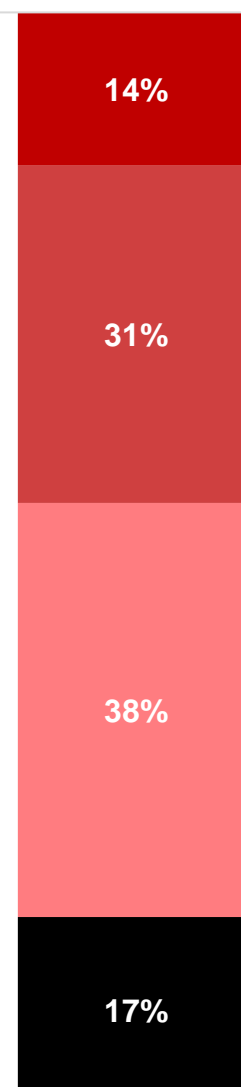
■ 有所改善 ■ 保持不变 ■ 有所恶化

中国作为公司近期全球投资目的地的排名

消费品

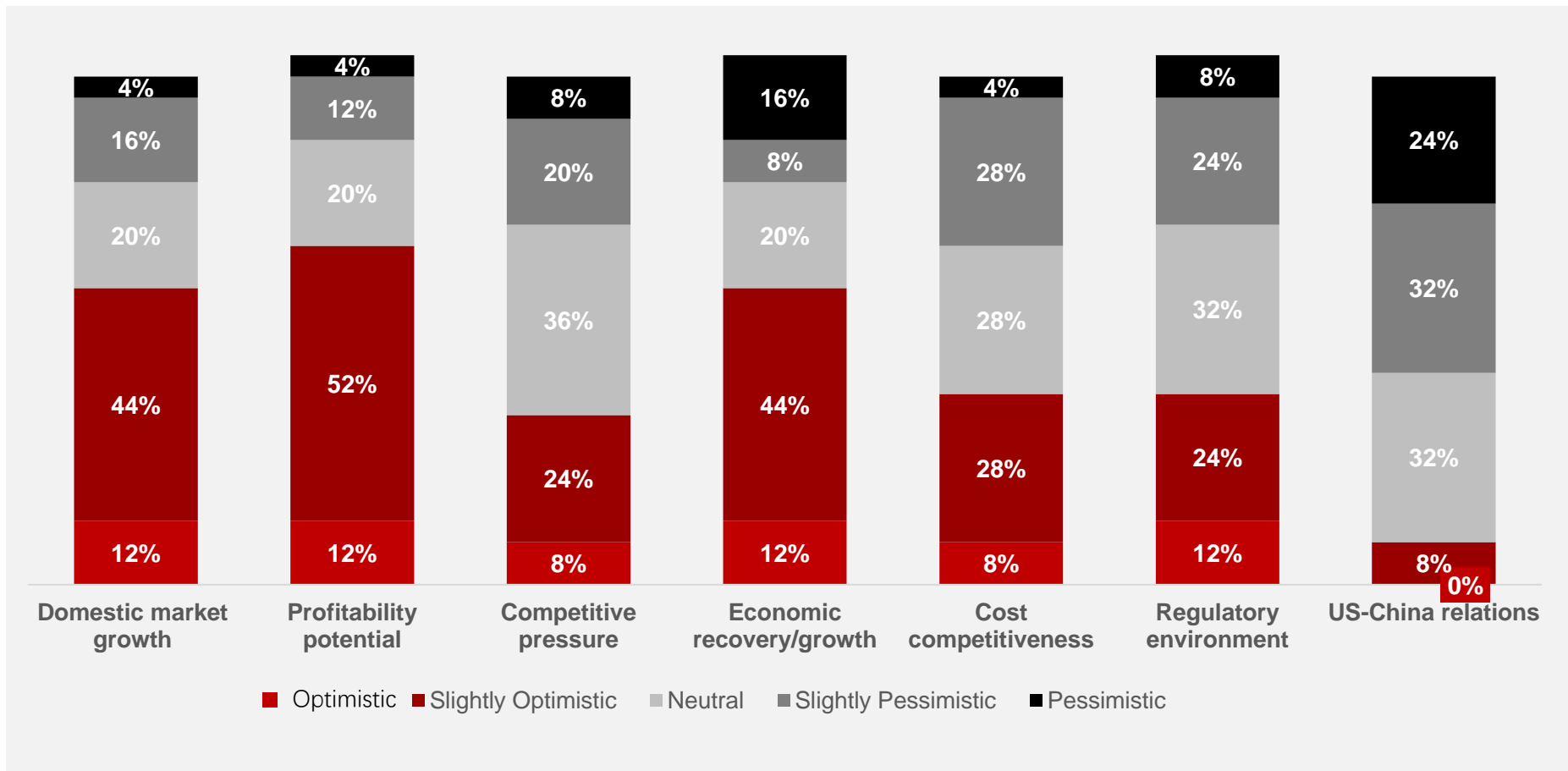


所有受访会员企业



■ 首要投资目的地 ■ 前三大投资目的地 ■ 众多投资目的地的之一 ■ 不是优先考虑对象

Two-Year Business Outlook in China



Top three business challenges

Consumer Products Sector	All Respondents
Rising tensions in US-China relations 48%	Rising tension in US-China relations 66%
COVID-19 prevention measures 44%	COVID-19 prevention measures 55%
Regulatory compliance risk 40%	Inconsistent regulatory interpretation and unclear laws & enforcement 32%

Top three business opportunities

Consumer Products Sector	All Participants
Growth in domestic consumption/Rising of an increasingly sizable and affluent middle class 72%	Growth in domestic consumption/Rising of an increasingly sizable and affluent middle class 45%
Increasing consumer demand for foreign brands/quality 44%	Ongoing economic and market reform 36%
Expanding business to cover more of China's domestic market (e.g., entering new cities, regions) 28%	Preferential FDI policies 23%

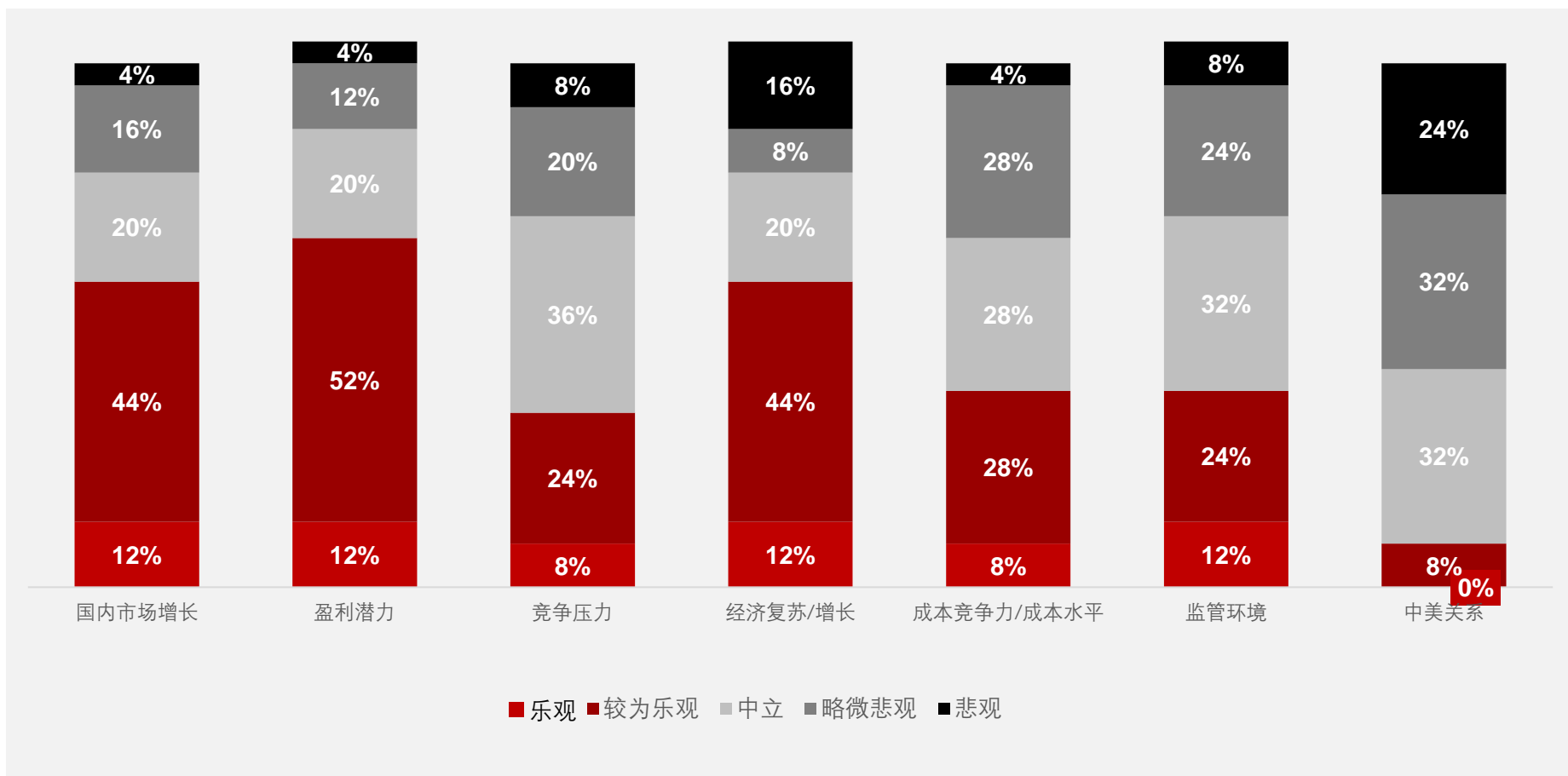


About AmCham China Business Climate Survey Report

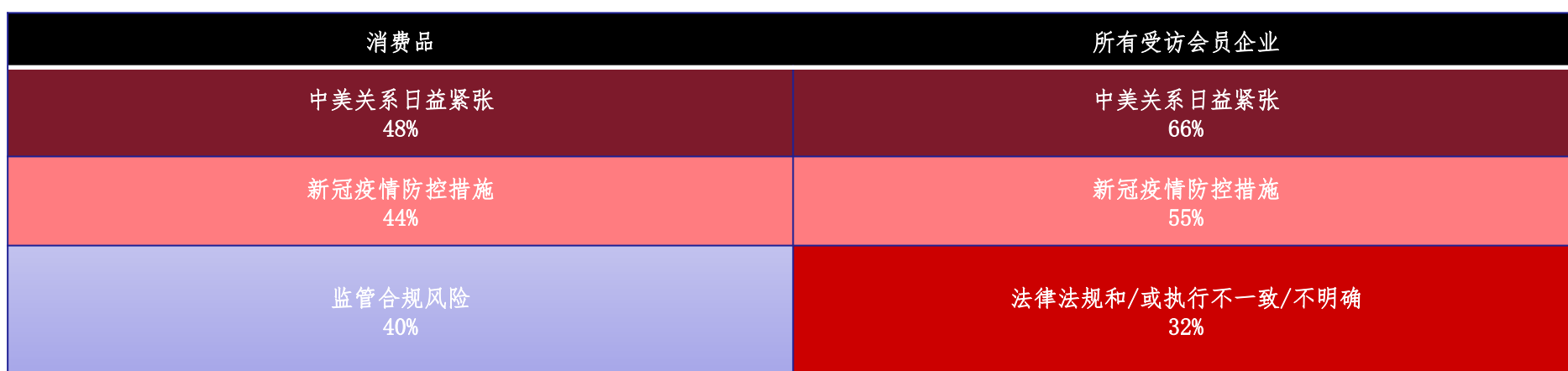
The China Business Climate Survey (BCS) is one of AmCham China's most important advocacy tools. It provides valuable insights to the Chinese and US governments about member companies' concerns concerning China's regulatory and policy environment and the daily business challenges they face operating in China. Furthermore, the survey provides a valuable tool for our members to measure their operations and compare business outlooks and strategies with the broader community.

Visit [here](#) for more information on the report

今后两年中国业务展望



前三大在华运营挑战



前三大在华运营机遇



关于中国商务环境调查报告

中国商务环境调查报告 (BCS) 是中国美国商会最重要的政策谏言工具之一。该报告结果反映了商会会员企业对中 国监管和政策环境以及在华日常运营的真实情况, 为中美两国政府提供了宝贵而深入的见解。此外, 报告结果也为商会会员企业以及在华外资企业在华运营、投资决策等方面提供了衡量依据。

更多详情, 请点击[这里](#)。