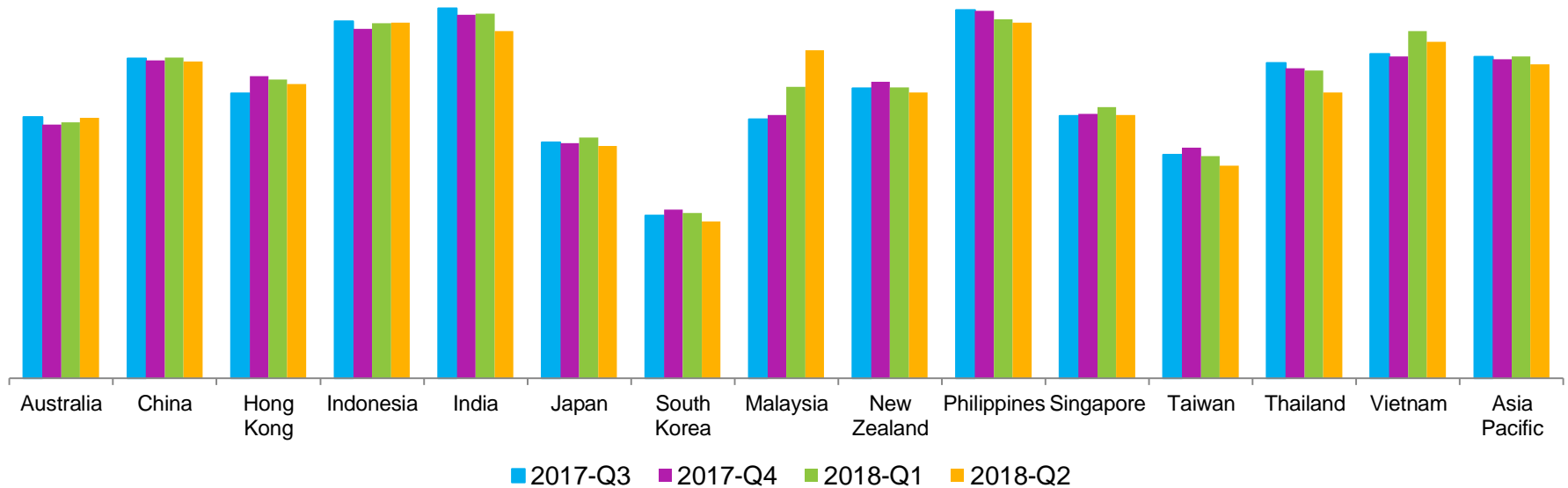


nielsen

CONSUMER CONFIDENCE INDEX QUARTER 2 2018

Hong Kong

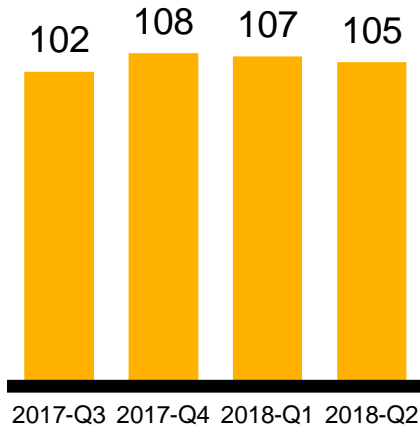
CONSUMER CONFIDENCE INDEX – Hong Kong



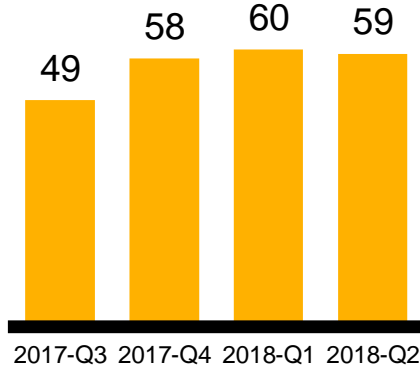
DRIVERS OF CCI – Hong Kong

HK CCI experiences a marginal decrease to 105 in Q2 108, which is mainly impacted by the decline of “readiness to spend”.

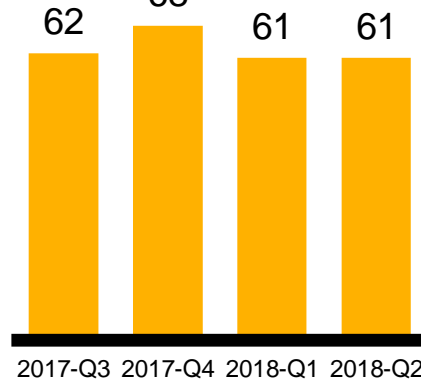
CONSUMER CONFIDENCE INDEX



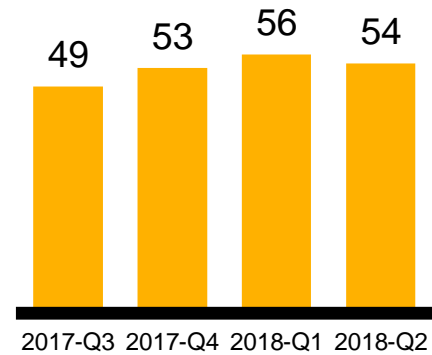
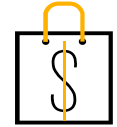
POSITIVE ABOUT JOB PROSPECTS



SECURE ABOUT THEIR FINANCES



READY TO SPEND





ON HONG KONG MARKET LANDSCAPE



The drop of Hang Seng Index causes impact on consumer confidence and spending, with more people tend not to spend spare cash and put them for saving.


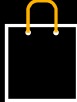
Relatively Low Unemployment Rate



Overall remained at **2.8%**
(The lowest level since 1998)



Source: Census and Statistics Department

Growth of FMCG



Overall increased by **5.8%**
(Q2 2018 vs Q2 2017)


Increase of Consumer Price Indices



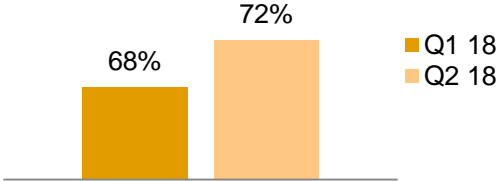
Overall increased by **2.7%**
(Jun 2018 vs Jun 2017)

Source: Census and Statistics Department

More people will save spare cash compared to Q1 18

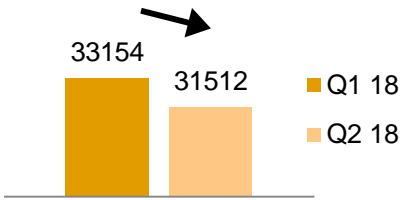



I will **save my spare cash** after essential spending:



Quarter	Percentage
Q1 18	68%
Q2 18	72%

Drop of Hang Seng Index





33154 → 31512

■ Q1 18
■ Q2 18

5%

Hang Seng Index

Growing Property Prices

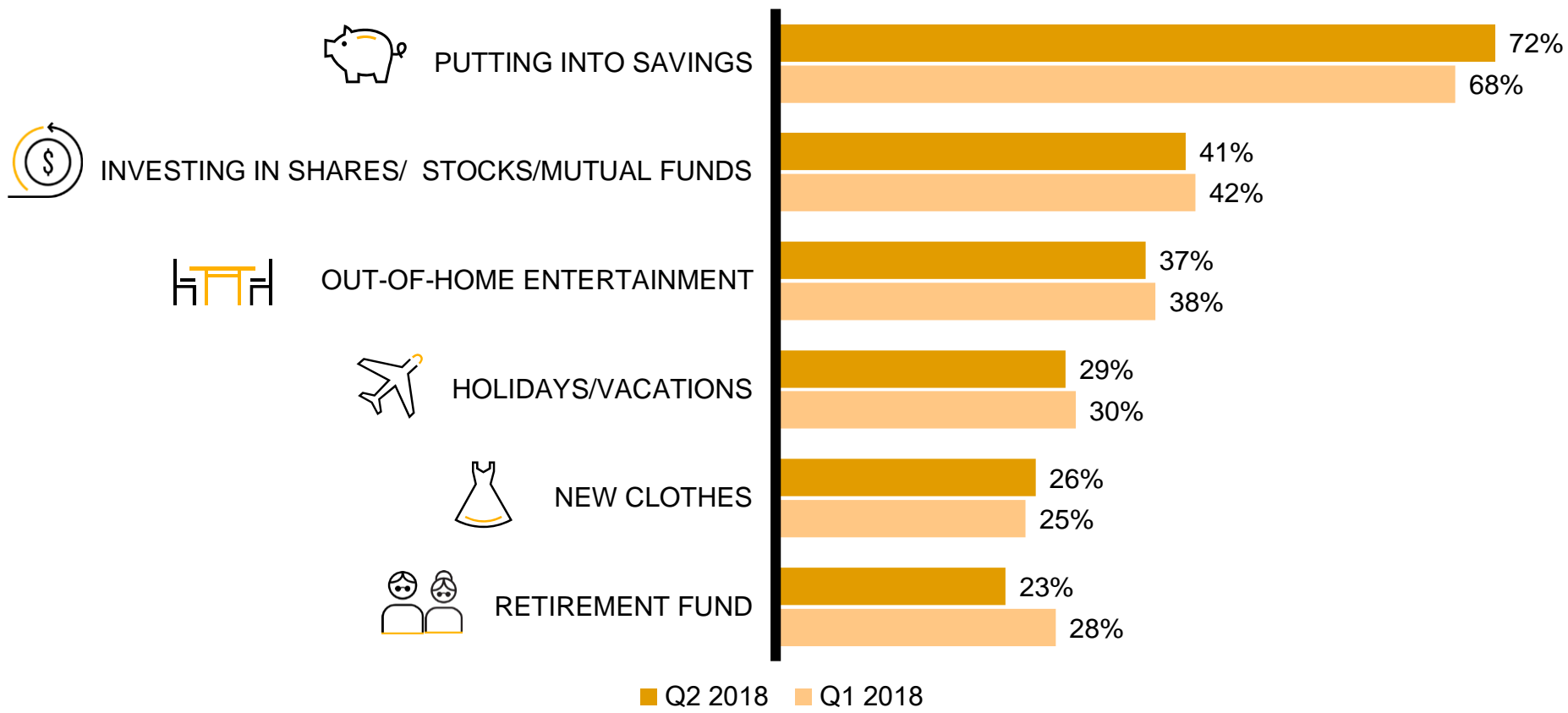


CCL Index recorded a new high at **170** points

Price Indices of private domestic increased by **5%** in Q2 18 (vs Q1 18)

Source: Hong Kong Rating and Valuation Department / Centaline Property

Where do Hong Kong consumers channel their spare cash?



Source: The Conference Board® Global Consumer Confidence™ Survey in collaboration with Nielsen

WHAT ARE CONSUMERS' MAJOR CONCERNS?

Hong Kong – QUARTER 2 in 2018 vs QUARTER 1 in 2018

