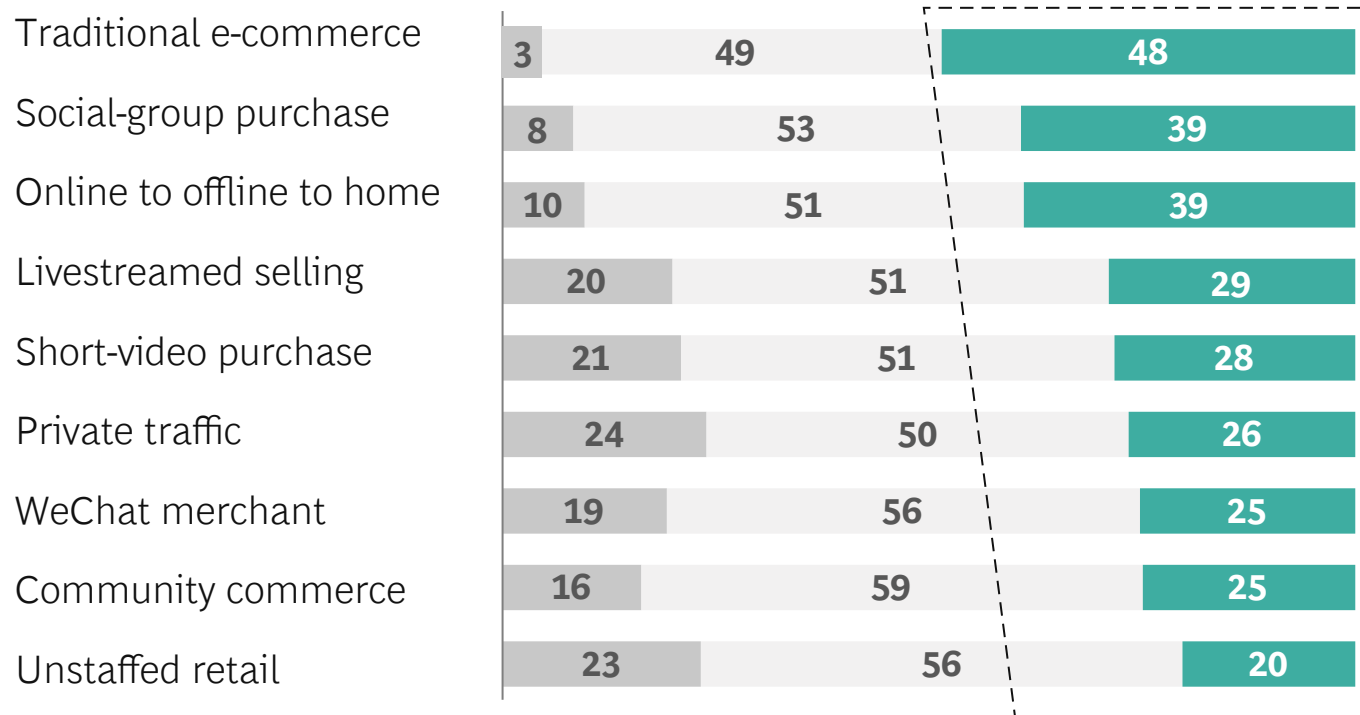


# Did You Know: Spending Is Soaring in New Digital Channels in China

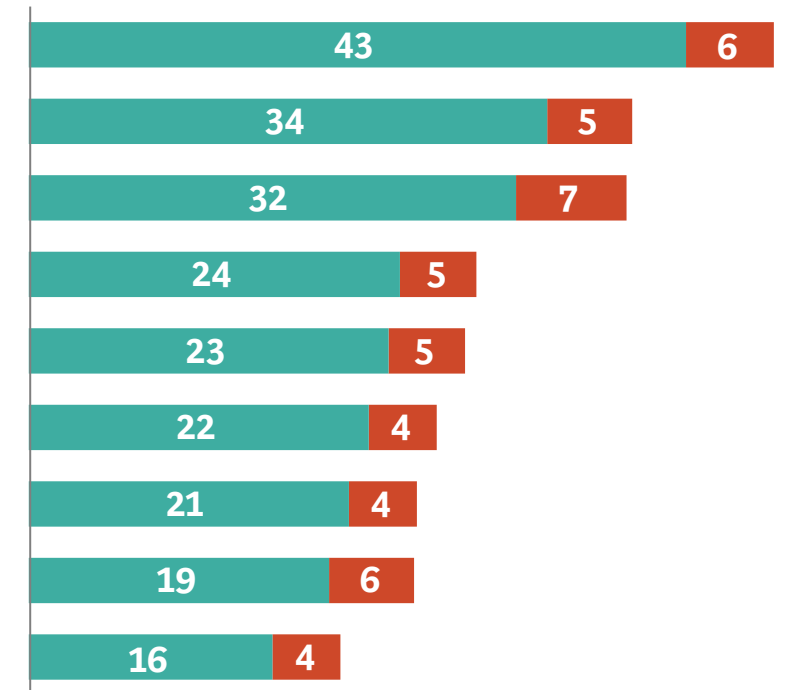
## In the past 3 months

Consumer spending change versus before the outbreak in the following online channels (%)



## In the next 6 months

Consumers currently spending more than before the coronavirus will... (%)



■ Don't spend in that area   □ Same or less than before   ■ More than before

■ Continue to spend more   ■ Stop spending more

**Sources:** BCG COVID-19 Consumer Sentiment Survey, May 22 to 25, 2020 (N = 2,963), unweighted, representative within ±3% of China's national demographics.

**Note:** Questions were "In the past approximately 3 months during the virus outbreak, how did your spending at each of the following compare versus before the coronavirus?" and "For each of these types of online shopping, do you expect to spend more, the same, or less over the next 6 months?"