

# Asia's consumer markets

## The mystery of the pyramids

Ross O'Brien  
December 2010



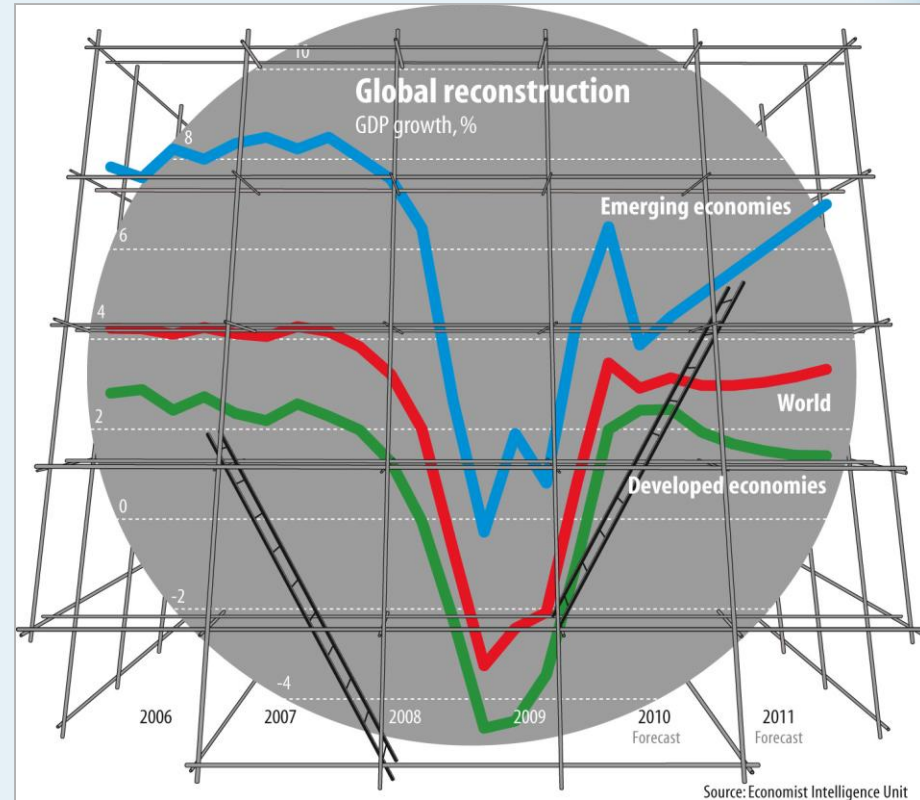
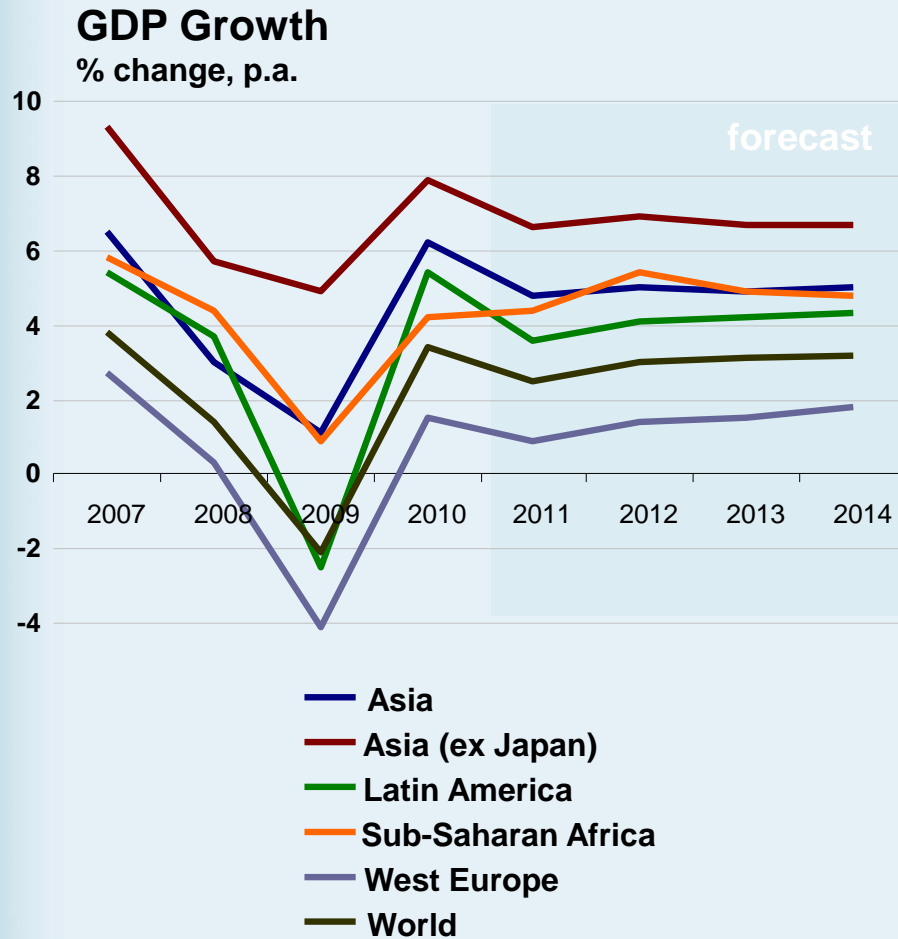
# The history of the future

Economist Corporate Network

The Economist

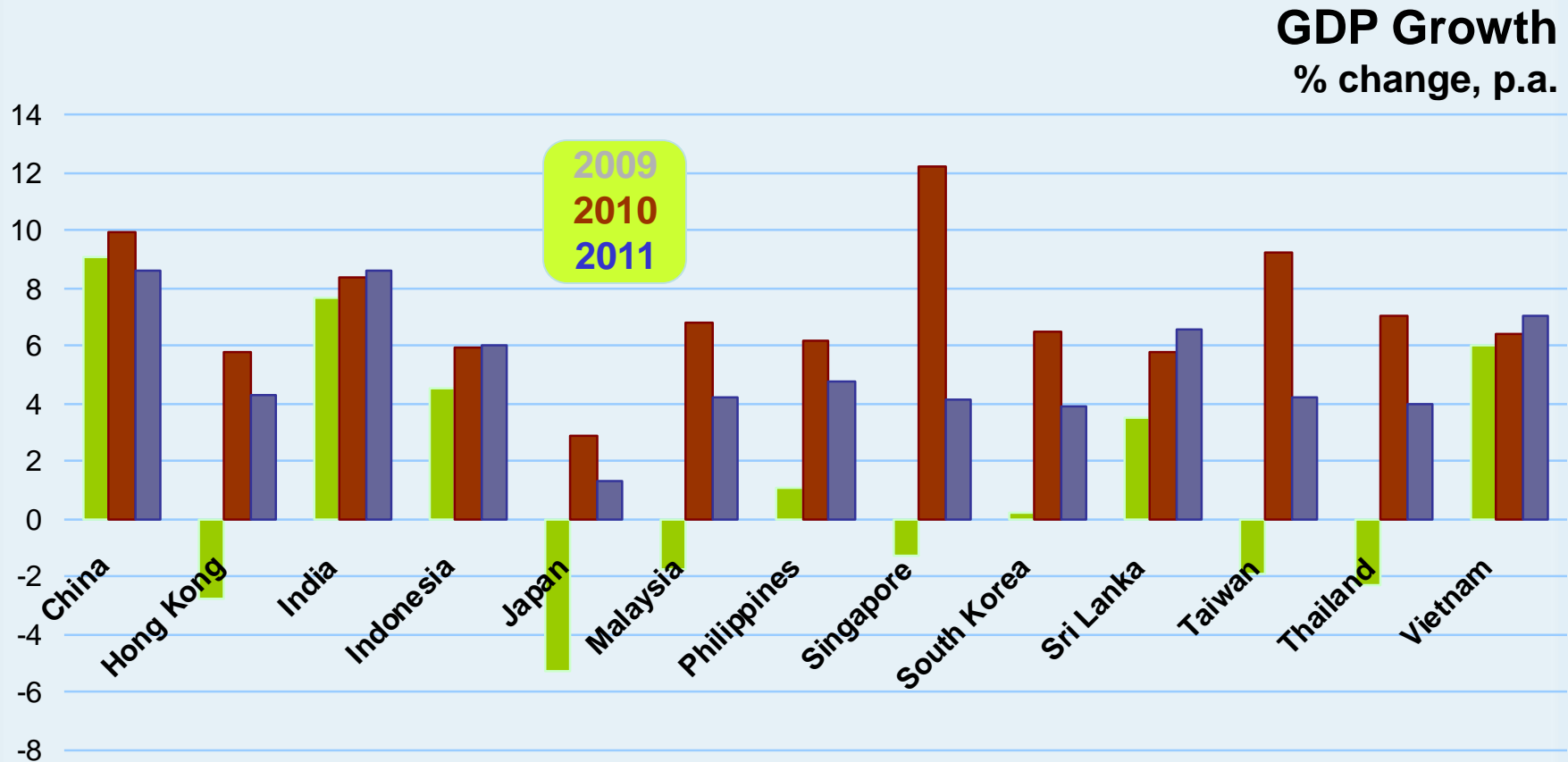


# The global growth gap

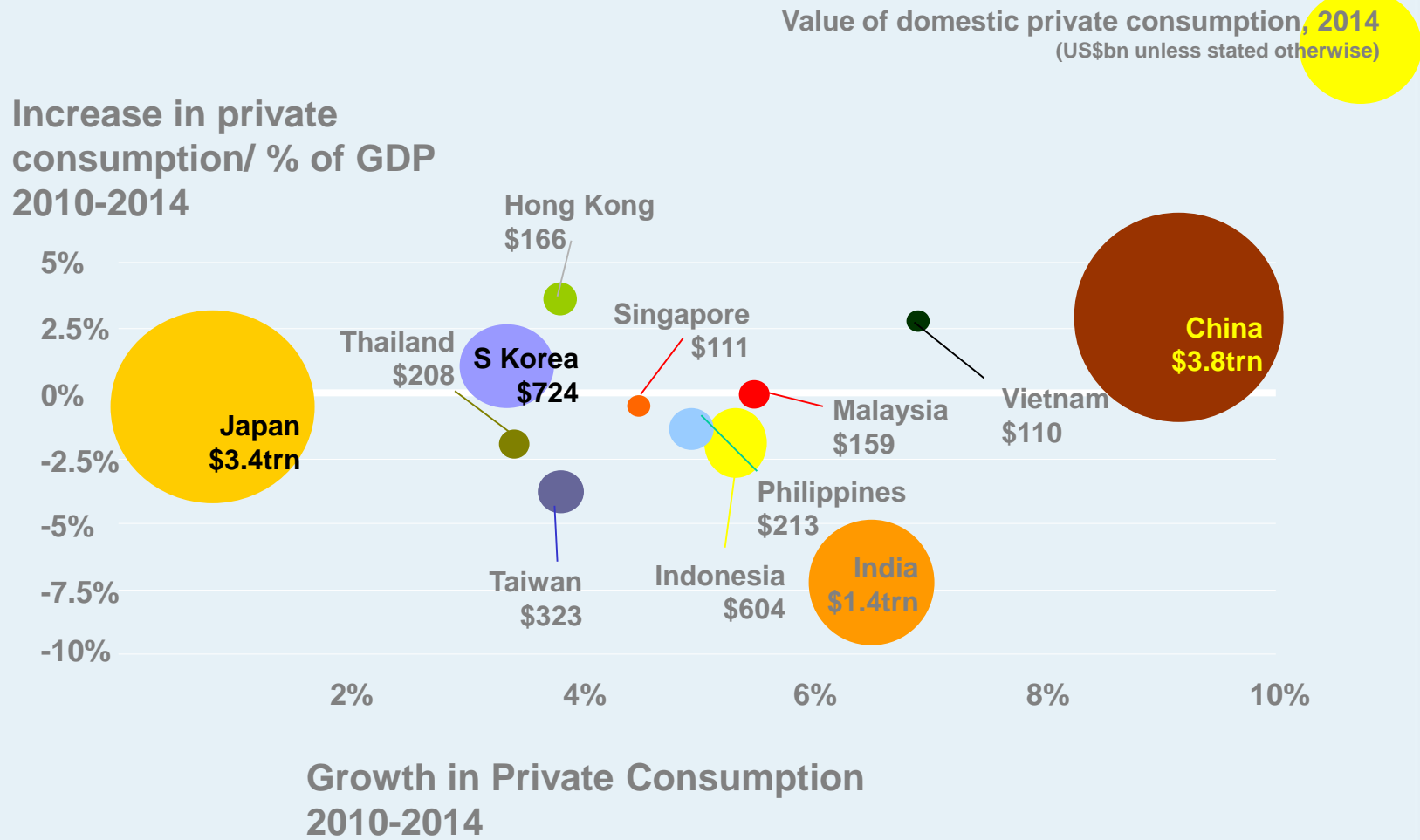


# Asia's progress

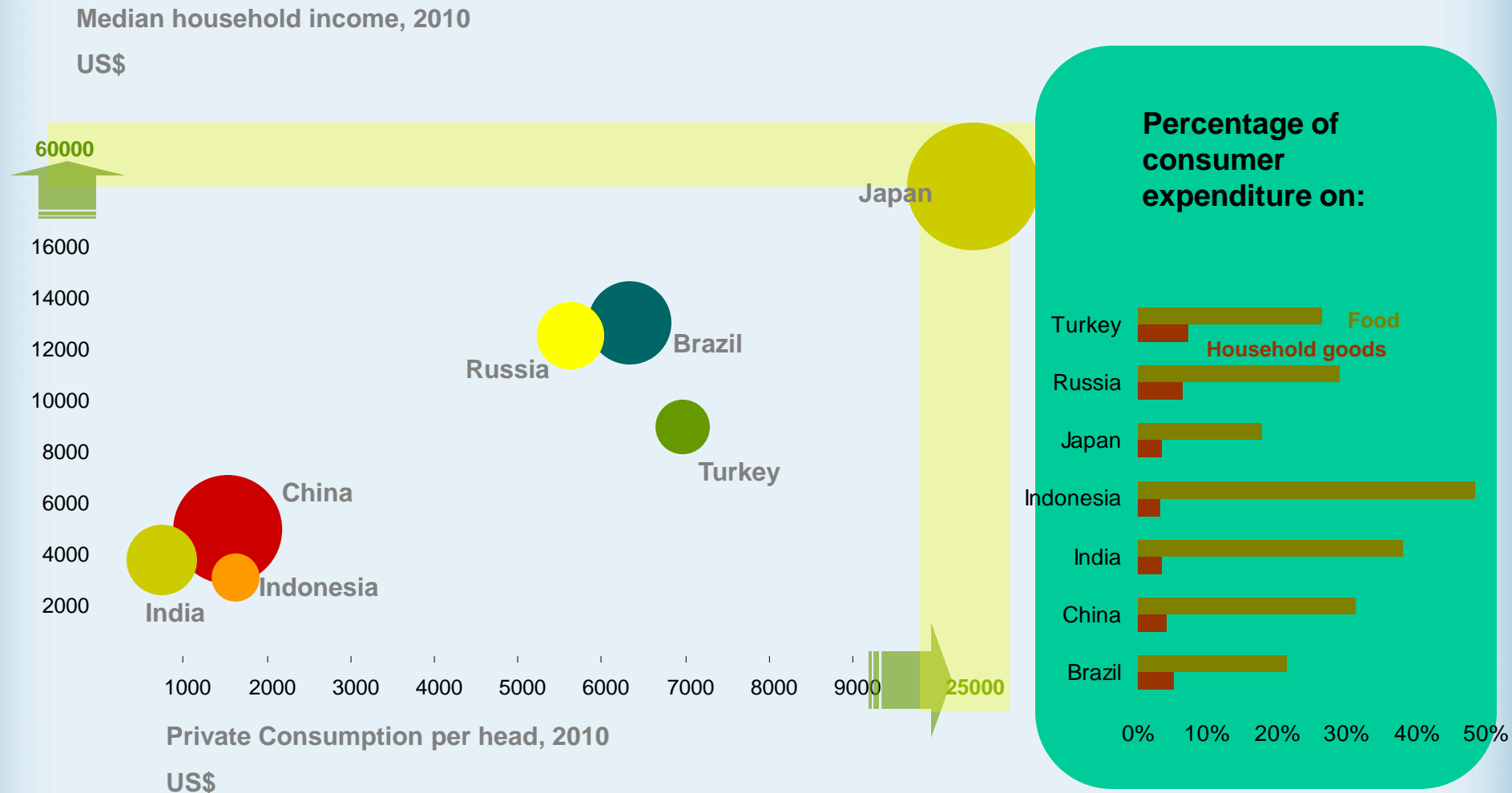
Slowed by the 'global drag' in 2011—but far from stopped



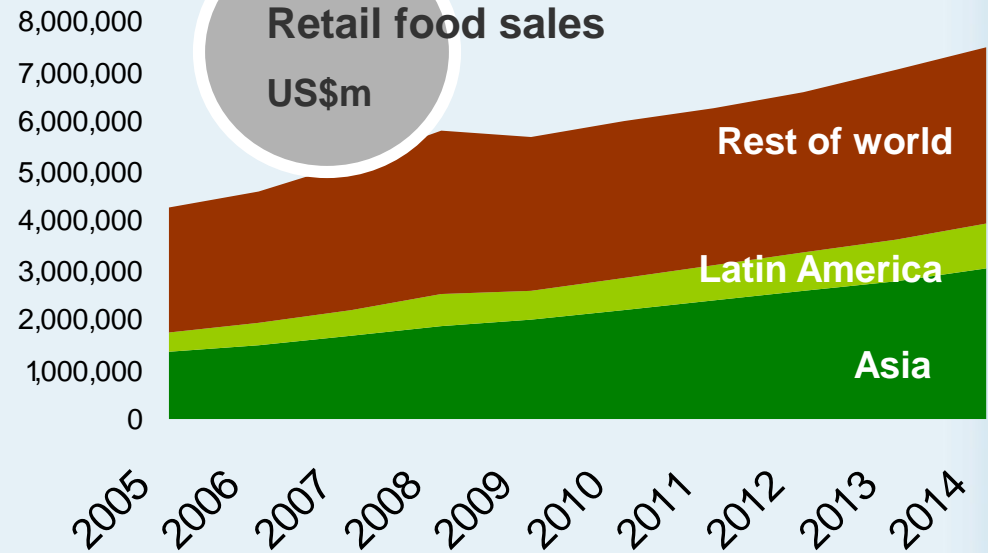
# Re-balancing, where it counts



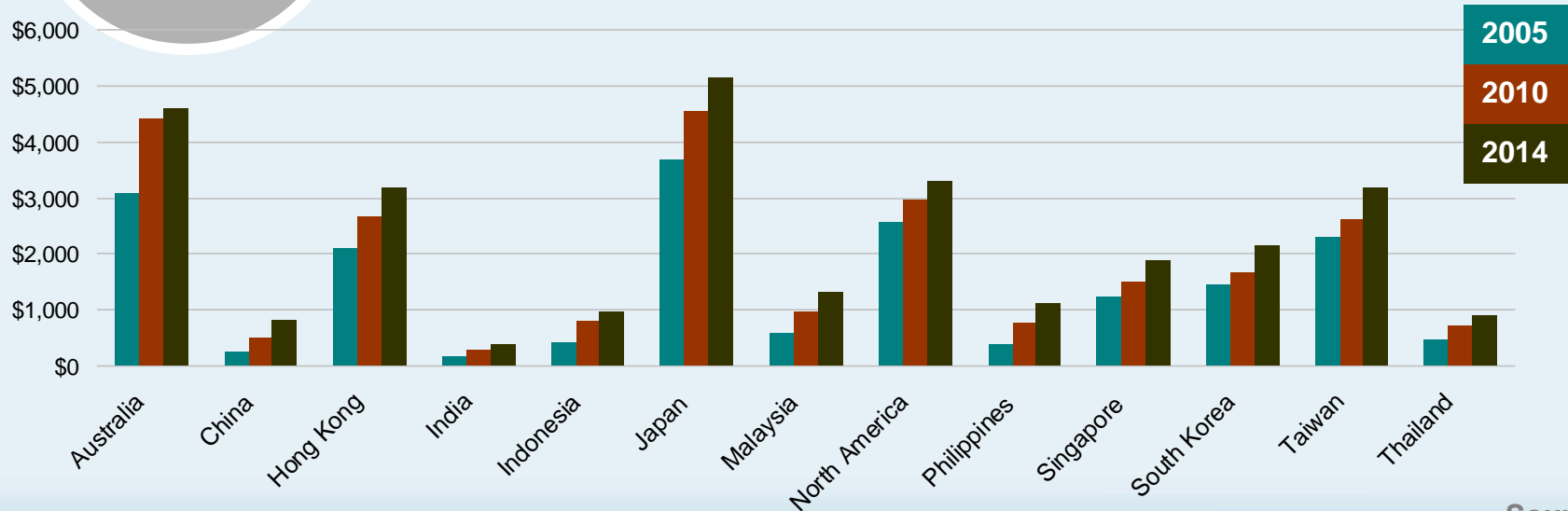
# Asia has headroom



# Asia's F&B growth trajectory



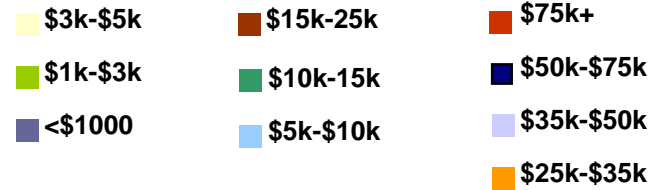
**Consumer sales of food, beverages & tobacco per capita**  
US\$



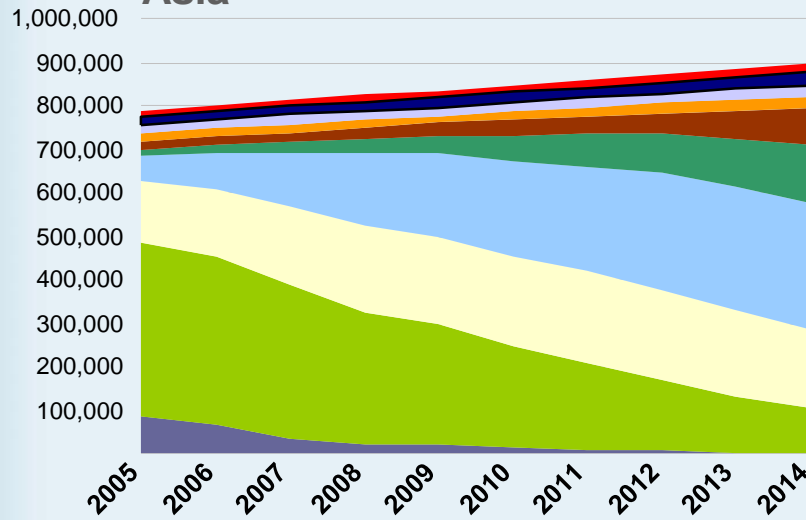


# How fast the trickle-down?

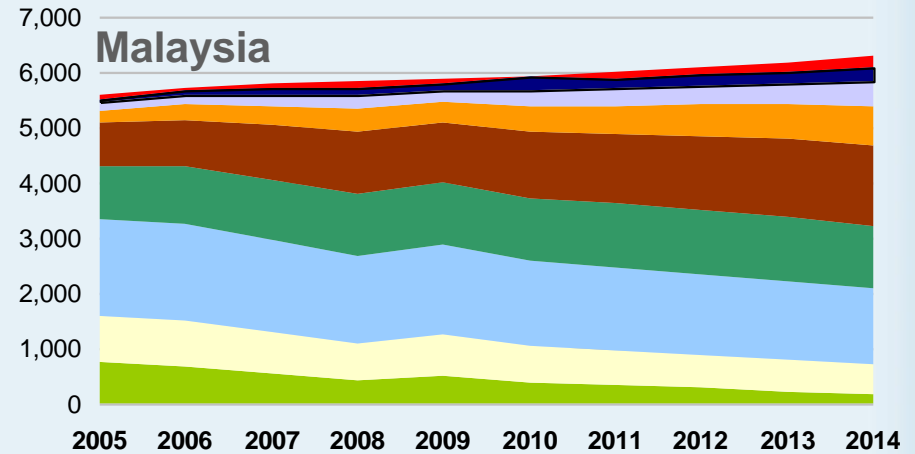
Number of households with annual income by EIU bracket (000s)



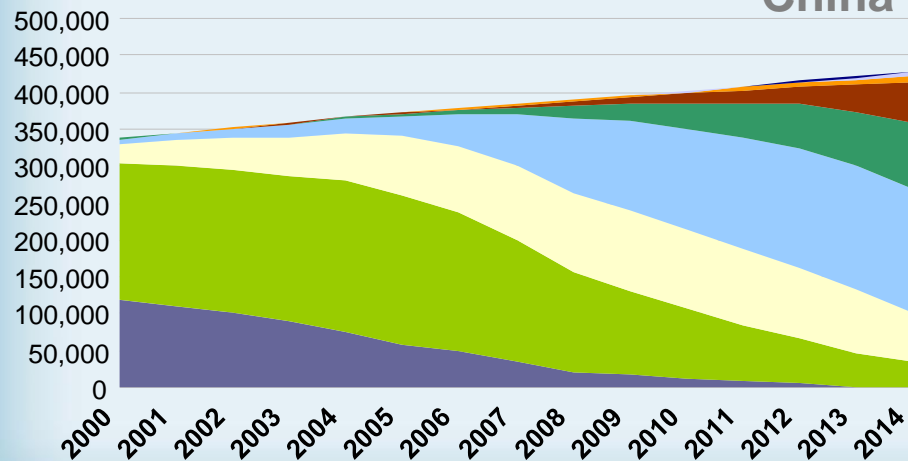
## Asia



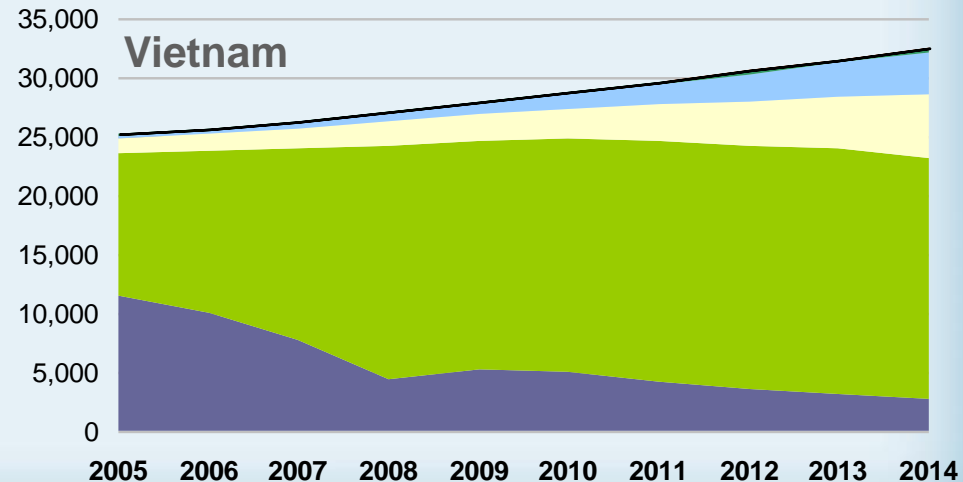
## Malaysia



## China



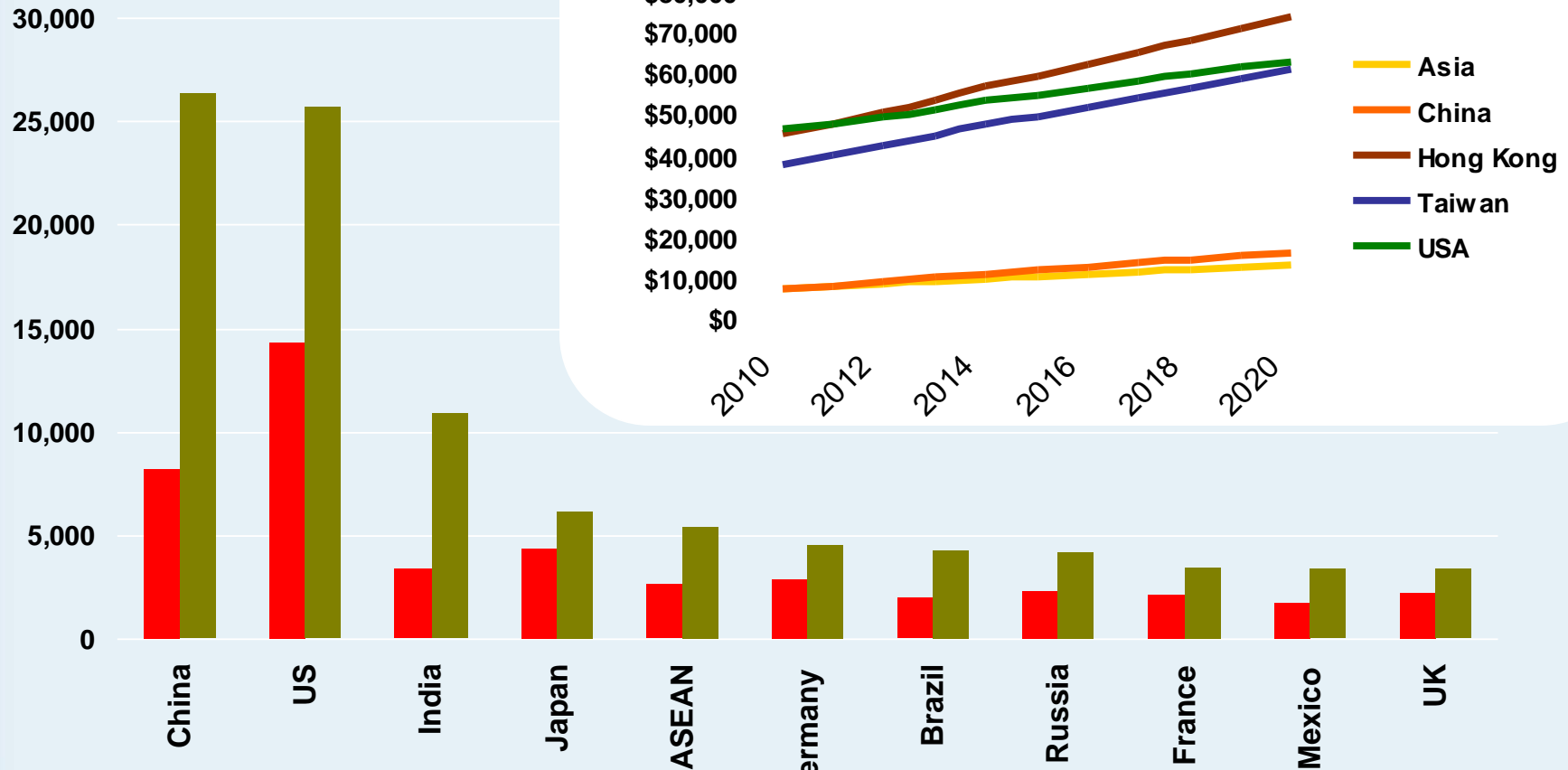
## Vietnam





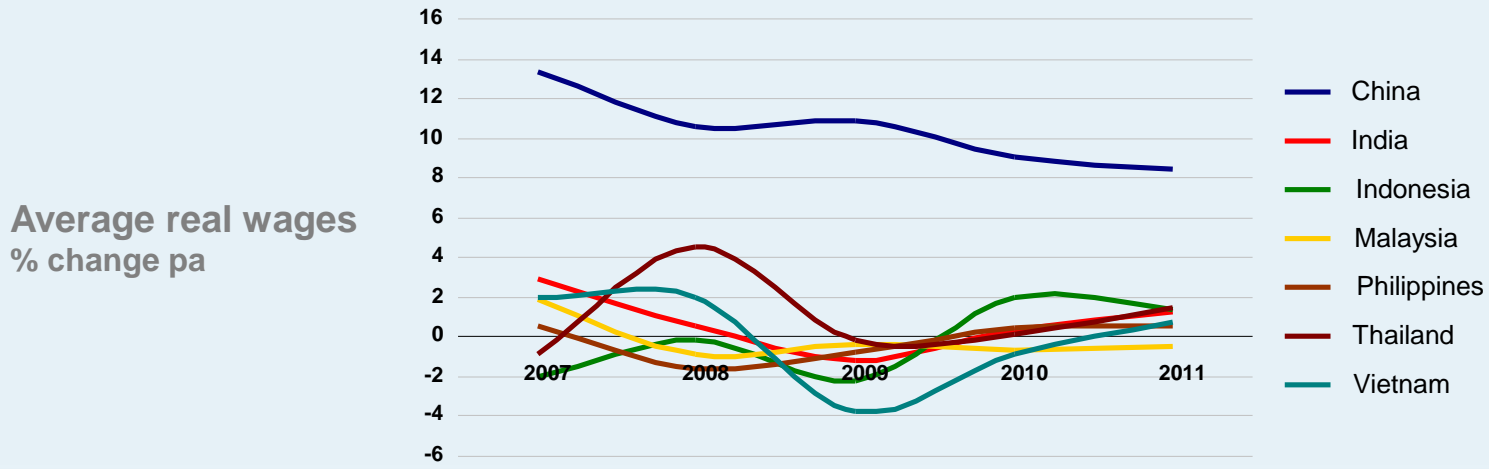
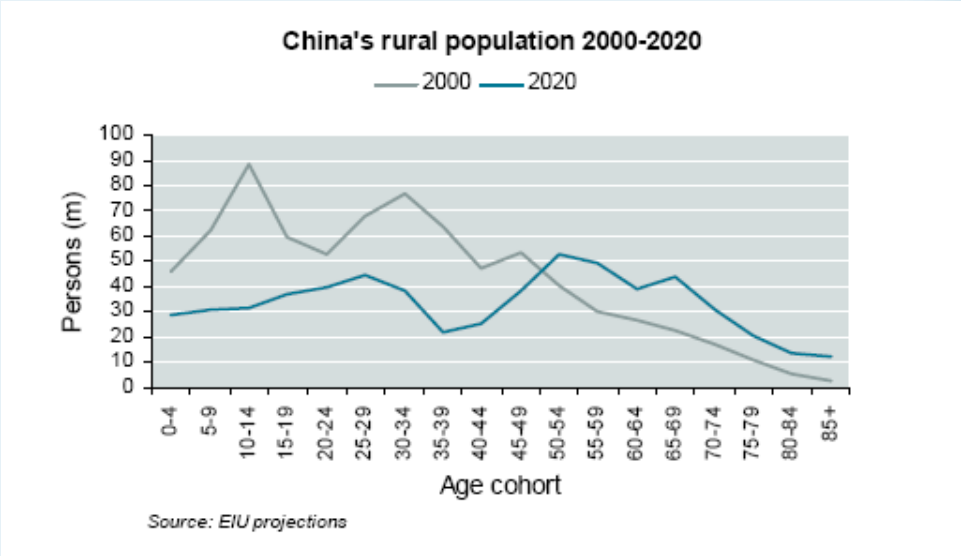
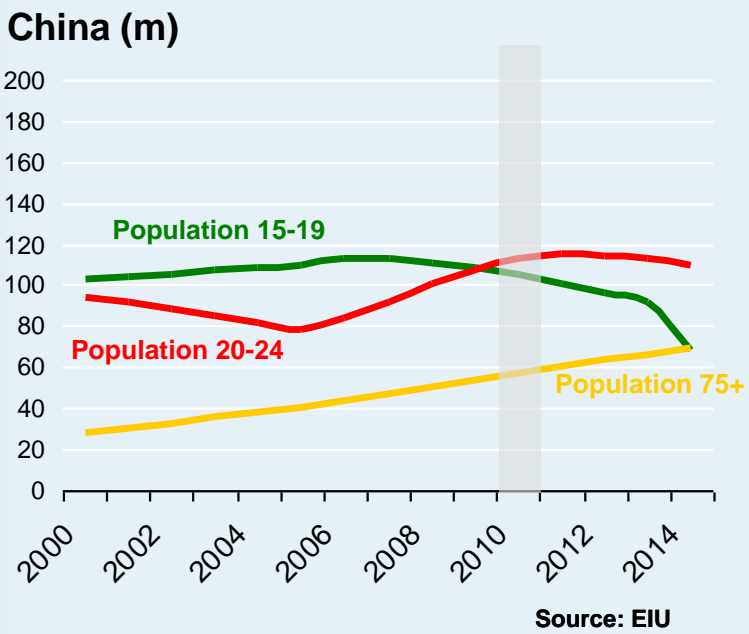
# Fast, Forward

Asia is becoming the new centre of global economic gravity...(relatively)



GDP, purchasing power parity (PPP) US\$ trn. 2020.  
Source: Economist Intelligence Unit, *Country Data*.

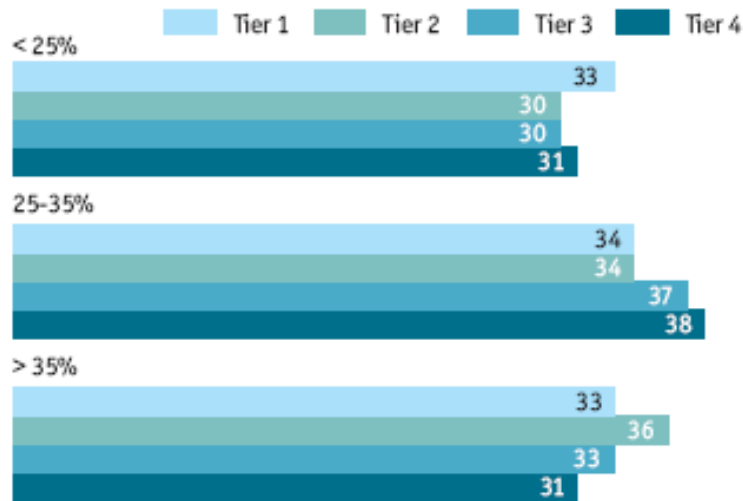
# China's fleeting youth



# Chinese consumers still knitting their own safety nets

On average, what proportion of annual household income do you save?

Urban survey response (% respondents by city tier)



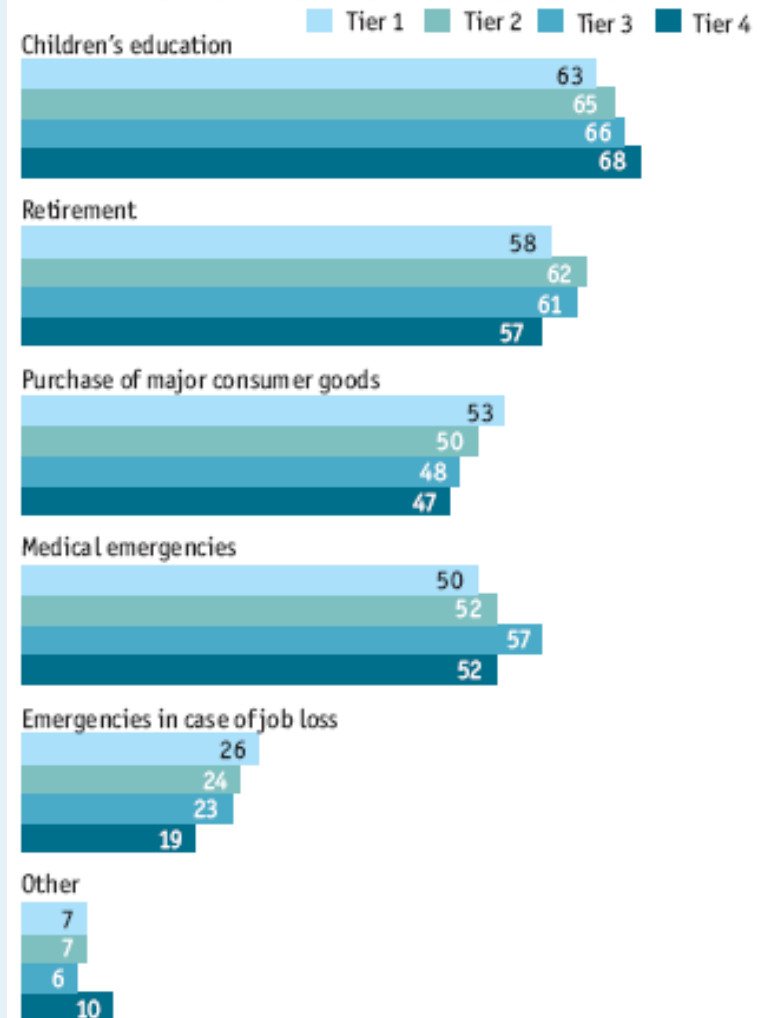
Source: Economist Intelligence Unit

**Belying confidence—or underscoring it?**

The EIU's 1q2010 survey of over 2,500 Chinese consumers found over 90% optimistic about the future—but they still save a third of their income for rainy days.

What are you saving for?

Urban survey response (% respondents by city tier)



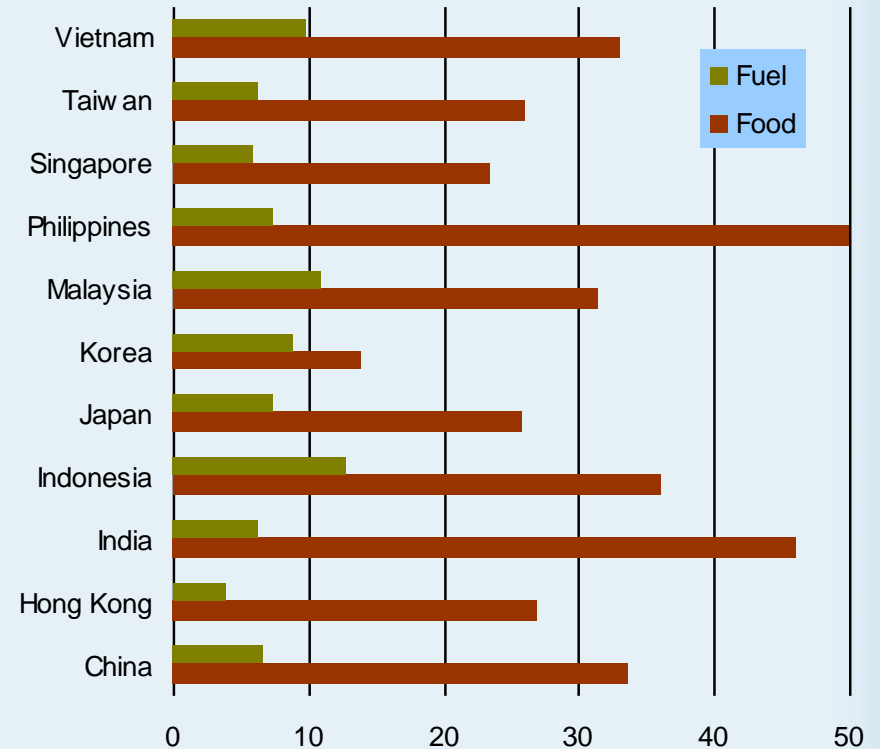
Source: Economist Intelligence Unit

# The spectre of inflation turns into actual threats

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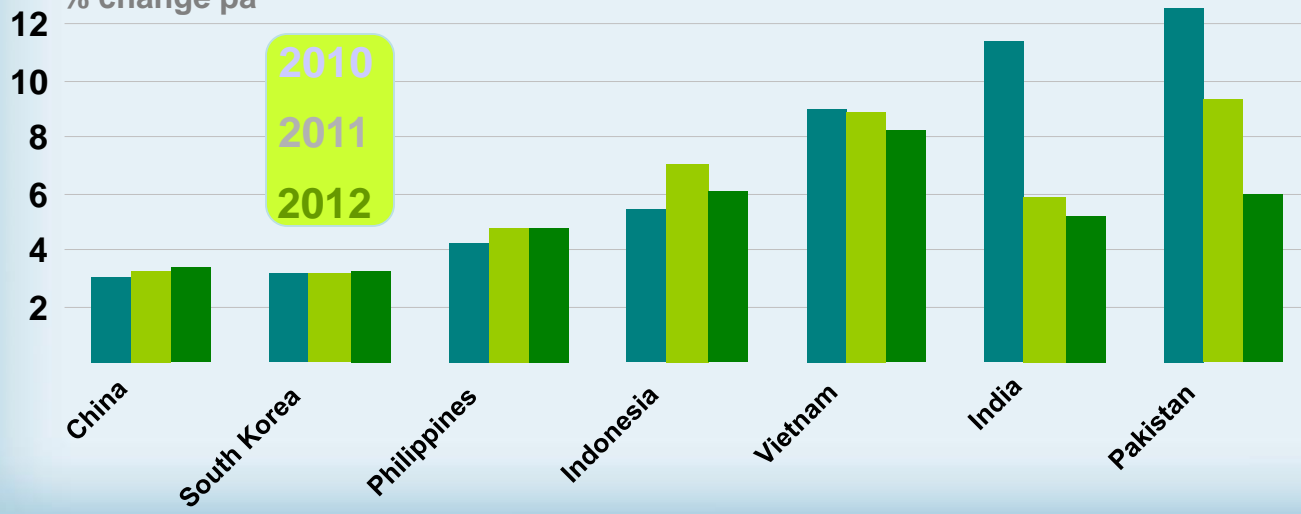
The Economist

Inflation outlook shows upside risks on-going worry for Asia's policy makers and decision-makers



CPI

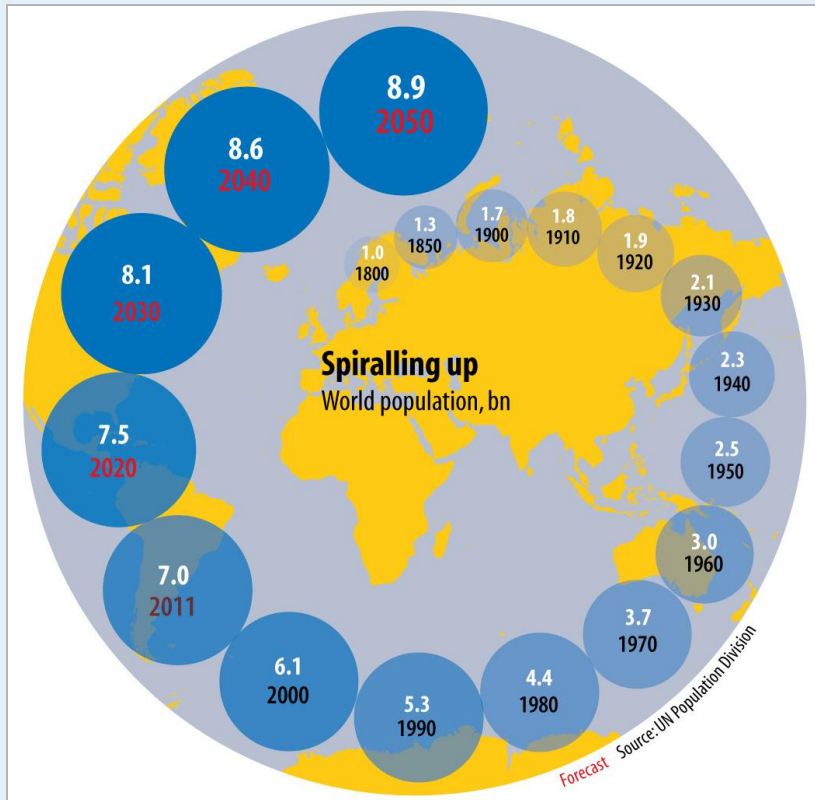
% change pa



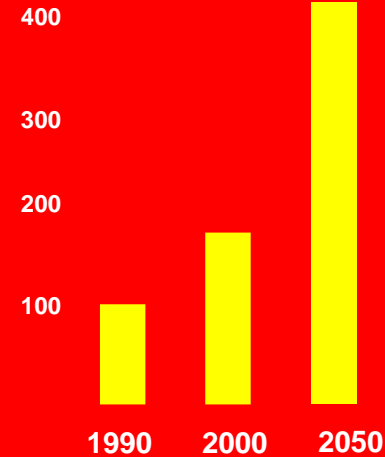
Contribution to CPI %

Source: The Economist Intelligence Unit

# Are we prepared for the mega-urban future?



## Cities in China with populations over 1m



Sources: EIU, UN

