

CHINA CROSSROADS

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China's Consumption Outlook

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Economic shifts have redefined consumer behavior, and nowhere is this more evident than in China. In 2025, the Chinese consumer market has settled into a “new reality” characterized by single-digit growth, cautious spending, and a renewed focus on personal fulfillment. Join us for an exclusive presentation by Daniel Zipser, a leading authority on consumer and retail trends in Asia, as he unveils the latest insights shaping this dynamic market. Drawing from the most recent McKinsey consumer research, Daniel will explore how Chinese consumers are adapting to this new reality, marked by single-digit growth, cautious spending, and a growing emphasis on personal fulfillment. Discover the resilience of key sectors like tourism, dining out, and consumer health, and gain a deeper understanding of the impact of recent stimulus measures and government policies on consumer confidence. From the optimism of rural consumers to the concerns of urban millennials, this presentation will offer a nuanced and detailed view of the market, providing actionable insights and strategies needed to navigate and succeed in the new reality of Chinese consumption.

[Daniel Zipser](#), Ph.D. leads McKinsey’s consumer and retail efforts in Asia. He works with local leaders to transform their businesses by driving profitable growth in China and delivering successful global expansion. Daniel also works with some of the world’s largest consumer companies to drive their performance in China and throughout Asia. He began his McKinsey career in the Frankfurt Office in 2001 and transferred to the Shanghai office in 2007. He led the Sales & Marketing Practice in Greater China between 2010 and 2015 before assuming leadership of the firm’s consumer and retail work in Greater China and across Asia since 2020. Daniel works with a broad set of consumer companies spanning beauty, apparel, fashion and luxury, food and beverages, and automotive. His primary focus is sales and marketing, but his client work often spans broader, more holistic topics including digital, organization and operating-model design, and operations. He is a frequent author, publishing articles to help companies better understand consumers in Asia and specifically China. He also publishes a regular LinkedIn blog where he explores consumer and retail trends across Asia with a focus on China. Daniel holds a Ph.D. in Finance and a Master's in Economics and Business Administration from WHU - Otto Beisheim School of Management.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.