Demographics Risks and Opportunities

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At Rhodes Point Advisors (RPA), we think regional variations in China's demographics will increasingly drive consumer consumption patterns and business strategies in years to come.

Northeast provinces such as Liaoning and Jilin have amongst the highest proportions of elderly citizens. This will likely lead to higher consumption and demand for retirement savings products, healthcare and home care services. It also presents risks for productivity, particularly for industries reliant on physical labor, such as manufacturing and construction.

Southern regions such as the more urbanised Guangdong and Fujian also have high ageing rates.

However they tend to attract younger populations given better employment opportunities. In this case, demand for and consumption of entertainment, education and affordable housing for growing and younger families is likely to increase.

Delving into regional nuances of an ageing society can often shed light on how consumption patterns and business strategies will evolve, and how to manage risks and opportunities.

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