2022年中国主要経済指数 第1四半期の動向と第2四半期以降の展望

PwC 中国日本企業部ニュースレター
2022 年 6 月

概要

2022 年第 1 四半期(1 月～3 月)、特に 2022 年 3 月以降において中国では COVID-19(オミクロン株)を抑え込むための施策が複数打ち出され、中国経済は深刻な状況に直面することとなりました。今回は 2022 年第 1 四半期(1 月～3 月)について国家統計局が公表した主要経済指標の状況をご紹介するとともに、主要経済指標ごとに 2022 年第 2 四半期以降の将来予想についても簡潔にご説明をさせていただきます。

なお、本ニュースレターは PwC 中国の専門家が作成したレポートを翻訳及び要約をしたものです。全文をご覧いただく場合には、本ニュースレター後半にある「China Economic Quarterly Q1 2022 -Major economic indicators-」を参照ください。

詳細

(1)国内総生産(GDP)について

中国の 2022 年第 1 四半期(1 月～3 月)の GDP は前年同期比で 4.8%増となり、総額は 27.2 兆人民元に達しました。2021 年第 4 四半期(10 月～12 月)の GDP 成長率を 0.8%上回る結果となりました。

しかし、中国は 2022 年 3 月中旬から主要都市にて急増した COVID-19(オミクロン株)を抑え込むための政策を打ち出し、中国経済は深刻な状況に直面していると考えられます。中国社会科学院(CASS)のシニアアナリストである Ming Zhang 氏によると、現在の政策措置が続く場合、2022 年第 2 四半期の GDP 成長率は 2.0～3.0%まで落ち込む可能性があると予測されています。また、最悪のケースでは GDP のマイナス成長が記録される可能性も懸念されています。

具体的には、上海などの大都市におけるロックダウンは、中国の経済成長に大きな打撃を与えることが予想されます。上海は中国の経済、金融、貿易、物流を担う重要かつ中心的な都市であり、上海のロックダウンは世界的なサプライチェーン網に深刻な打撃を与えることが予想されています。また、ウクライナ問題に関連したロシアへの制裁や金融引き締めの結果、国際通貨基金(以下、IMF)は世界経済の成長率予測を 4.4%から 3.6%に引き下げました。それに伴い、IMF は中国における 2022 年の GDP 成長率予測を 4.8%から 4.4%に引き下げを行っています。これを受けて、中国政府は財政及び金融政策の観点から景気後退に対応するために、より積極的な緩和政策を打ち出す可能性もあると考えます。

普华永道

（2）固定資産投資総額について

2022 年第 1 四半期の固定資産投資総額は 10.49 兆人民元で前年比で 4.9%増となりました。資本種類別では、民間資本投資額が 59.6 億元に達し、8.4%と順調な成長率を見せ固定資産投資総額の 56.9%を占めました。また国有資本投資の成長率は 11.7%となりました。また、外国資本による投資額が 5.5%増となり、中国大陸資本による投資額が 9.3%増、香港・マカオ・台湾資本による投資額は 9.0%増となりました。

2022 年第 2 四半期では、中国各地で COVID-19 への管理措置が強化されたことに鑑みれば、固定資産投資総額も影響を受けるものと考えます。しかし、中国がパンデミック防止と経済発展の両立を目指し、より良い施策を打ち出すことが出来れば、固定資産投資は下半期に急回復する可能性も十分にあると考えています。

（3）不動産投資について

2022 年第 1 四半期の不動産投資総額の成長率は前年と比較して 0.7%まで減速し、不動産投資総額は 2.78 兆人民元となりました。これは、固定資産投資総額のうち、26.5%を占めるものです。2021 年の中国不動産投資の成長率は 4.4%であり、そこから急減速を続けています。2021 年第 1 四半期は成長率が 25.6%だったことを勘案すると急減速になっていると考えます。ただ、住宅用建物の不動産投資総額は 2022 年第 1 四半期に 0.7%増加し、2.8 兆人民元となりました。

今年、中国の不動産部門は厳しい状況に直面する可能性があります。前述している COVID-19 に係る厳しい措置の煽りを受け、不動産投資への影響が顕著となれば、中国経済は悪化していくものと考えます。

ただ、直近において中央政府は不動産部門に係る政策の一部を、地方政府へと権限委譲する動きが見え始めています。2022 年において不動産市場がソフトランディングできることは、中国経済の厳しい状況に対する衝撃を少しでも緩和してくれる可能性もあります。

2022 年第 2 四半期以降では、中央政府から地方政府への権限移譲が進めば、不動産部門は若干の経済回復を見せるかもしれません。しかし、中国の不動産市場は 20 年にわたる急速な発展を経て、飽和状態に入りつつあると言えます。この点を勘案すると、不動産投資に係る成長率は過去と比較しても緩やかに増加するものの高い成長率は望めないと考えます。

（4）貿易について

2022 年は国内の三重圧力が貿易の足かせになると見られ、国際的にも新型コロナウイルス対策の影響及び先行きの不確実性により、外需回復には時間を要すると見られます。

中国の貿易総額は 2022 年第 1 四半期に前年比で 10.7%増となり、9.42 兆人民元に達しました。具体的には、2022 年第 1 四半期の輸出額は 13.4%増となり、5.23 兆人民元でした。一方で、輸入額は 7.5%増で 4.19 兆人民元で着地をしました。これは 2022 年第 1 四半期の主要経済指標の中で最も高い伸び率を示すことになりましたが、2021 年の直近 2 四半期（2021 年第 3 四半期および第 4 四半期）と比較すると、成長の勢いは減速していると言わざるを得ません。

地域別では、ASEAN、EU、米国、韓国、日本との貿易額はそれぞれ 1.38 兆人民元、1.31 兆人民元、1.18 兆人民元、0.57 兆人民元、0.57 兆人民元となりました。2022 年第 1 四半期の貿易額はそれぞれ 8.4%（ASEAN）、10.2%（EU）、9.9%（米国）、12.3%（韓国）、1.8%（日本）の成長率を記録しています。

製品別では、2022 年第 1 四半期の機械・電気製品の輸出額が前年比 9.8%増の 3.5 兆人民元に達し、輸出額全体の 58.4%を占めました。太陽電池、リチウム電池、自動車の輸出はそれぞれ 100.8%、53.7%、83.4%増加し、労働集約

型製品の輸出額は約 0.9 兆人民元に達し、10.9%増加しました。そのうち、鞄、靴、玩具の輸出はそれぞれ 24.0%、20.4%、16.9%増加しました。

輸入について見てみると、2022 年第 1 四半期の機械･電気製品の輸入額は 1.72 兆人民元で前年比で 2.7%増加し、輸入総額の 40.8%を占めました。また、集積回路、自動データ処理装置とその部品、電気自動車の輸入はそれぞれ 12.4%、14.9%、15.7%増加しました。

2022 年第 2 四半期以降の期間に着目した場合、中国の国際貿易は COVID-19 を要因とする厳しい管理措置にさらされることが予想されます。世界経済の成長は鈍化しているため、昨年から比較的高い水準である貿易総額を、今後さらに拡大していくことは困難になる可能性があると考えます。

（5）社会消費品小売総額について

中国の 2022 年第 1 四半期の消費財小売総額は前年比で 3.3%増加し、10.87 兆人民元に達しました。物価要因を除いた消費財小売売上高の実質成長率は 1.3%となりました。

ただ、COVID-19 を要因とした管理措置は消費者市場にも大きな影響を与えることとなりました。2022 年 3 月には地方都市で COVID-19 が流行したため、買い物や外食に出かける人が減少し、これが消費へ大きな損害を与えることになりました。その結果、2022 年 3 月の消費財小売売上高は前年同月比で 3.5%減となりました。

2022 年第 1 四半期の消費財小売を種類別に見ると、商品の小売販売額は 9.8 兆人民元で前年比で 3.6%増となりました。また、ケータリング販売額は 1 兆人民元で前年比で 0.5%増となりました。

2022 年第 1 四半期の小売品目について見てみると、16 品目のうち、3 品目がマイナス成長を記録していましたが、2022 年 3 月単月ではマイナス成長の品目が 8 品目に拡大しました。2022 年 3 月単月にマイナス成長率が 5.0%以上となったカテゴリーは、金銀宝飾品（-17.9%）、ケータリング（-16.4%）、衣料品、靴、帽子、繊維製品（-12.7%）、化粧品（-6.3%）、家具（-8.8%）などです。

2022 年第 2 四半期では、多くの都市で引き続き COVID-19 の管理措置が厳しくなされることが予想されるため、より多くの小売品目でマイナス成長を記録する可能性が高いと考えます。

総括

今回は 2022 年の中国主要経済指数の第 1 四半期動向及び第 2 四半期以降の展望について、幾つかの視点から簡潔にご説明させていただきました。中国の 2022 年第 1 四半期における GDP は前年同期比で 4.8%増と好調に推移をしましたが、上海のロックダウンを中心とした各地方都市等で、COVID-19 を抑え込むための管理措置が 2022 年 3 月以降、実施されています。これを受けて、各主要経済指数の 2022 年第 2 四半期以降の状況は、昨年と比較して相対的に厳しい結果になることが予想されています。PwC は 2022 年第 2 四半期以降も、引き続き最新の中国主要経済指数の動向をお伝えします。

お問い合わせ

本稿に関するご質問等は下記担当者までお問い合わせください。

降矢 直人（パートナー） naoto.furiya@cn.pwc.com

高谷 将徳（ディレクター）masanori.takatani@cn.pwc.com

山本 理（マネージャー） satoshi.s.yamamoto@cn.pwc.com

China Economic Quarterly Q1 2022 -Major economic indicators

PwC China Japan Business Development Newsletter
June 2022

（1）China's economic growth

China's economic growth increased by 4.8% year-on-year (YoY) in Q1, 0.8% higher than Q4 last year. This was better than expected since the benchmark of Q1 2021 was 18.3% as the economy expanded from the 10.3% contraction in Q1 2020. On a quarterly basis, GDP increased by 1.3% in Q1. The total GDP reached 27.02 trillion yuan.

However, this upward trend has been seriously disrupted by the COVID-19 control measures with increasing Omicron cases in nearly all major provinces starting from mid March.

According to the estimation by Ming Zhang, a senior research fellow from Chinese Academy of Social Science, (CASS), China's top think tank, GDP growth is expected to drop to between 2.0% to 3.0% in Q2, if current policy measures continue. The market worries that a negative figure might happen again for the worst-case scenario.

More specifically, lockdowns in cities, such as Shanghai, have caused significant damage to China's economic growth, and interrupted the global supply chain, as Shanghai is an important economic, financial, trade and shipping centre in China, owing to its status as the world's largest workshop.

Based on a recent research by Professor Zheng (Michael) Song of the Chinese University of Hong Kong, a one-month lockdown in Shanghai would reduce local GDP by 60.0% and national GDP by 2.7%. That is approximately 480 billion yuan of economic loss.

As varying COVID-19 control measures from respective provinces slowed down the national flow of cargo in April, the Ministry of Transport had to call local governments to ensure smooth transportation networks and transport of key materials. During the Labour Day holiday, from May 1 to 4, nationwide passenger traffic was down more than 60.0% from last year.

pwc 普华永道

If the central government maintains the 5.5% growth target this year, it might be necessary to adjust policies to balance COVID-19 control and economic development. With the 20th National People's Congress (NPC) of the Chinese Communist Party (CCP) taking place this fall, this year serves as a transition between the incumbent 13th NPC and CPPCC (Chinese People's Political Consultative Conference) and the 14th. Thus, the Two Sessions in March particularly emphasised the key priority of maintaining reasonable economic growth, and overall social stability.

Additionally, it is also critical for China to achieve a 5.5% GDP growth in order to generate 11 million jobs, another official target for the year, because the number of college graduates will exceed 10 million for the first time in 2022, with 10.76 million graduates, according to the Ministry of Education.

In Q1, a total of 2.85 million urban jobs were created, and national urban surveyed unemployment rate was 5.5%. On a monthly basis, the surveyed urban unemployment rate has increased. The increases in January and February were mainly due to seasonal factors, as the unemployment rate often increases when job seekers change employment around the Lunar New Year.

While the official target for the national urban surveyed unemployment rate in 2022 is less than 5.5%, in March, COVID-19 control caused major economic indicators to slow down and increased the downward pressures. As a result, national urban surveyed unemployment rate increased to 5.8%, with the rate in 31 major cities increasing to 6.0%, from 5.1% in December 2021. Unemployment rate for the age group of 16 to 24 years remained at high level of 16.0%.

By the end of the first quarter, a total of 177.8 million rural workers had migrated for work, 3.8 million higher than the same period in 2021.

Lastly, as a result of the war in Ukraine, sanctions on Russia and the tightening monetary policy, the International Monetary Fund (IMF) lowered the forecast of global economy growth from 4.4% to 3.6%. Subsequently, the IMF adjusted China's GDP growth expectation from 4.8% to 4.4% in 2022.

Fortunately, there are policy signs that China will loosen macro control of the real estate sector and its tight regulations on Internet companies. Fiscal and monetary policy is likely to be more aggressive in response to the downturn.

In Q1, the output of the primary, secondary and tertiary industries were 1.10, 10.62 and 15.30 trillion yuan respectively. The corresponding growth rates hit 6.0%, 5.8% and 4.0% YoY.

More specifically in Q1, the primary, secondary and tertiary industries accounted for 4.05%, 39.30%, 56.64% of the total GDP respectively. Meanwhile, in Q4 2021, these figures were 9.7%, 40.3% and 50.0%.

Final consumption expenditure was restrained by the COVID outbreak, contributing 69.4% to economic growth and 3.3 percentage points to GDP growth in Q1. Retail sales of consumer goods totalled 10.87 trillion yuan, up 3.3% YoY, lower than the GDP growth rate.

Total capital formation contributed 26.9% to economic growth and 1.3 percentage points to GDP growth in Q1. As the contribution of investment to GDP shrank by 11.6% in Q4 2021, policy support was enhanced to boost investment, with the role of investment as a driver expected to increase. Since the beginning of 2022, local governments have been actively promoting the construction of major projects, increasing investment growth.

Net exports of goods and services contributed 3.7% to economic growth and 0.2 percentage points to GDP growth in the first quarter. Despite the challenging international environment, the global economy is recovering. Thus, the demand for China's exports might continually increase, although, probably not as strong as last year. In Q1, imports and exports of goods reached 9.42 trillion yuan and up 10.7% YoY. The trade surplus surged to 1.04 trillion yuan.

However, almost all Q2 figures, especially consumption, will be affected by the current strict COVID-19 control measures to combat the surging Omicron cases.

(2) Total fixed asset investment

Total fixed asset investment reached 10.49 trillion yuan in Q1, increasing by 9.3% YoY. On a month-on-month basis, fixed asset investment rose by 0.61% in March. When compared to the last two quarters of 2021, the growth rate is much higher, thanks to policy stimulus.

More specifically, by ownership, private investment reached 5.96 billion yuan, increasing by 8.4% in Q1 and accounting for 56.9% of total investment. The same figure for 2021, 2020, 2019 and 2018 was 56.4%, 55.7%, 56.4% and 62.0% respectively.

In contrast, state-owned investment rose by 11.7% in Q1, higher than Q4 of 2021. This is because policy support often goes to state-owned sectors. At the end of 2021, the growth rate slowed down to 2.9%.

Furthermore, fixed asset investment from Hong Kong SAR-, Macao SAR- and Taiwan-owned companies increased by 9.0% in Q1 (16.4% in 2021). Fixed investment of foreign-owned enterprises increased by 5.5% (5.0% in 2021). Fixed investment of domestic-owned companies, including state-owned and private enterprises, as well as collective enterprises and limited liability companies, among others, went up by 9.3% (4.7% in 2021).

By sector, fixed asset investment of the primary, secondary and tertiary industry increased by 6.8%, 16.1%, and 6.4% in Q1 to 252 billion, 3.24 trillion and 6.99 trillion yuan respectively.

By industry, within the secondary industry, the industrial sector went up 16.3%. Investment in mining increased by 19.0%, while investment in the production and supply of electricity, gas and water increased by 19.3% (1.1% in 2021).

Fixed asset investment in the manufacturing sector rose by 15.6% in Q1 and its growth rate was 6.3% higher than total investment. Within this sector, investment in equipment manufacturing, consumer goods manufacturing and raw materials manufacturing increased by 27.3% 25.3% and 15.0% respectively.

All other manufacturing industries had double-digit growth in fixed asset investment, except the non-ferrous metal smelting and rolling processing industry, which increased by 9.4%.

In the tertiary industry, with the effective support of special bonds, infrastructure investment, excluding the production and supply of electricity, gas and water, increased by 8.5% in Q1 (0.4% in 2021). Within which, investments increased in water conservancy management by 10.0%, public facilities management by 8.1%, and road transport by 3.6%. Only investment in railway transport contracted, by 2.9%.

As one of the three key areas of fixed asset investment, in addition to manufacturing and infrastructure, real estate investment slowed to 0.7% in Q1 (4.4% in 2021), due to macro control policies.

Fixed asset investment in automobile manufacturing went up 12.4% in Q1, after a contraction of 3.7% in 2021.

On the other hand, there were several industries that registered an increase of approximately 25.0% in fixed asset investment in Q1, such as:

- Processing of food from agricultural products, also referred to as agricultural and sideline food processing (25.4%);
- Manufacturing of special purpose machinery (26.7%), general equipment manufacturing (25.5%);
- Manufacturing of computers, communications and other electronic equipment (27.8%), manufacturing of electrical machinery and equipment (42.1%);

- Healthcare and social work (24.9%).

Lastly, fixed asset investment in high-tech industries increased by 27.0% in Q1 (17.1% in 2021), 17.7 percentage points higher than the total investment in fixed assets. High-tech manufacturing and high-tech services grew by 32.7% and 14.5% respectively.

Looking at Q2, as the COVID-19 control measures have intensified, it is likely that total fixed asset investment will also be affected. However, once China figures out a better solution to balance pandemic prevention and economic development, fixed asset investment will see a rapid rebound in the second half of the year.

（3）Total real estate investment

Total real estate investment growth slowed down to 0.7% YoY in Q1 2022, reaching 2.78 trillion yuan and accounting for 26.5% (27.1% in 2021) of total fixed asset investment. This continued the rapid deceleration from 4.4% at the end of 2021. In Q1 2021, it increased by 25.6%.

Total real estate investment of residential buildings increased by 0.7% in Q1 (6.4% in 2021) and reached 2.08 trillion yuan.

If the real estate sector faces a hard landing this year, followed by other setbacks from the impact of strict COVID-19 control measures, China’s economy would worsen.

Fortunately, the central government recently decentralised some of the macro control policies pertaining to the real estate sector, authorising policies to local governments. A soft landing of property market will cause less shock to the currently fragile state of China’s economy.

The trend of the major data points in the past 20 years, including growth rate of land purchased, sources of funds, rate of investment, and sales of value and area, indicates that the property market is facing serious challenges.

In addition to investment, majority of the other major indicators also contracted, such as sales, sources of funds for developers, and land purchased. The National housing climate index also dropped below 100 to 96 since January this year, when it is usually above 100.

More specifically, the total sales value of all properties reached 2.97 trillion yuan, a decrease of 22.7% YoY in Q1. Among all properties, sales of residential properties reduced by 25.6%.

In March, the prices of newly-built properties in the first-tier cities of Beijing, Shanghai, Guangzhou and Shenzhen increased by 4.3% YoY. At the same time, prices of resale residential properties increased by 2.8%.

In tier two cities, prices of newly built properties went up 1.6% YoY in March while prices of resale properties decreased by 0.2%. In tier three cities, prices of newly-built and resale properties fell by 0.6% and 1.9%.

In the first quarter, the sources of funds for real estate development enterprises reached 3.82 trillion yuan, a contraction of 19.6% YoY. In comparison, it reached 20.11 trillion yuan and increased by 4.2% in 2021.

More specifically, in Q1, 1.24 trillion yuan was generated from self-raised funds, a 4.8% YoY decrease. There was 1.23 trillion yuan in deposits and prepayment, a decrease of 31.0%. Personal mortgage loans and domestic bank loans contributed 637 and 553 billion yuan, registering a decrease of 18.8% and 23.5% respectively. Furthermore, in Q1 2022:

- Total value of land transactions, also known as land transaction price, fell by 16.9%, reaching 67.2 billion yuan (2021: 2.8% increase to 1.78 trillion yuan).

- Land acquisition area, also known as growth rate of volume of land purchased, contracted by 41.8% (2021: 15.5% decrease).
- Floor space of buildings, including residential and commercial buildings, at the start of construction decreased by 17.5% (2021: 11.4% decrease); Residential space decreased by 20.3%.

Additionally, in the first quarter:

- Floor space of residential buildings completed reduced by 11.5% (2021: 11.2% increase).
- Total floor space of residential buildings sold reduced by 13.8% (2021: 1.9% increase).
- Floor space under construction increased by 1.0% (2021: 5.2% increase).

For Q2 and the rest of the year, as local governments ease macro control measures, the sector might rebound slightly. However, after 20 years of rapid development, China's property market is entering a saturated stage. Hence, the growth rates will likely be more modest than the past, in line with the GDP.

(4) China's total imports and exports

China's total imports and exports increased by 10.7% in Q1 YoY and reached 9.42 trillion yuan. It has the highest growth rate among the major economic indicators during the first quarter, but the momentum of growth weakened when compared to the last two quarters of 2021.

More specifically, in Q1, exports increased by 13.4% to 5.23 trillion yuan, while imports increased by 7.5% to 4.19 trillion yuan.

Looking into Q2, and the rest of 2022, it will be challenging to further expand, as China's international trade under strict control of COVID-19, the relatively high benchmark from last year and slowing global economic growth.

Cross-border e-commerce increased by 0.5% YoY and reached 435 billion yuan in Q1. Exports reached 310 billion yuan, up 2.6% YoY, while imports reached 124 billion yuan, down 4.2% YoY.

Rising commodity prices pushed up the value of imports. International energy and food prices have risen since the beginning of this year, with the Reuters CRB Index of international commodity prices rising by nearly 30.0% in the first quarter. As such, China's imports of crude oil, natural gas, grain and other commodities in Q1 showed double-digit YoY growth.

By geography, according to the General Customs Administration, trade values with ASEAN, EU, the US, South Korea and Japan reached 1.38, 1.31, 1.18, 0.574 and 0.571 trillion yuan respectively. Each of these trade figures grew by 8.4% (ASEAN), 10.2% (EU), 9.9% (US), 12.3% (Korea) and 1.8% (Japan) in the first quarter.

Trade with the 14 other RCEP member states also went up 6.9% and reached 2.86 trillion yuan, as the agreement came into effect in 12 RCEP member states. Trade with member states accounted for 30.4% of China's total foreign trade. Out of which, exports were 1.38 trillion yuan with an increase of 11.1%. Imports reached 1.48 trillion yuan with an increase of 2.3% in Q1.

By countries, in the first quarter, China's trade with South Korea and Japan accounted for 40% of the trade with RCEP countries. Exports and imports from South Korea, Malaysia and New Zealand grew by double-digits YoY.

In the first quarter, China's exports of mechanical and electrical products, and labour-intensive products to RCEP members accounted for 52.1% and 17.8% of total exports, respectively. The exports of integrated circuits, textiles, and automatic data processing equipment and their parts increased by 25.7%, 14.1% and 7.9%

respectively. Imports of mechanical and electrical products, metal ore and ore, and agricultural products from RCEP members accounted for 48.5%, 9.6% and 6.0% of total imports respectively.

Additionally, in Q1, trade with countries under the Belt and Road Initiative (BRI) also increased by 16.7% and reached 2.93 trillion yuan. Out of which, imports accounted for 1.29 trillion yuan, an increase of 17.4% YoY, while exports accounted for 1.64 trillion yuan, an increase of 16.2%.

Imports of energy and agricultural products grew rapidly in the first quarter. China imported 483 billion yuan of crude oil, natural gas and coal from BRI countries, up 52.5% from the same period the year prior, accounting for 37.4% of China's total import value from BRI countries. Agricultural imports reached 79 billion yuan, up 12.2%, accounting for 6.2% of the total.

Exports of mechanical and electrical products accounted for more than half the exports to BRI countries while exports of new energy products surged. In Q1, China exported 887 billion yuan of mechanical and electrical products to BRI countries, up by 14.2% YoY, accounting for 54.2% of the total value. Exports of solar cells and electric vehicles increased 1.3 times and 9.2 times YoY respectively. The exports of labour-intensive products reached 297 billion yuan, up by 18.2% YoY.

By ownership of trading enterprises, trade generated by private enterprises in Q1 increased by 14.1% and reached 4.52 trillion yuan, accounting for 48.0% of China's total trade. Meanwhile, trade from foreign-owned enterprises and state-owned enterprises reached 3.38 trillion yuan and 1.5 trillion yuan respectively. The trade values increased by 5.8% and 14.5% respectively YoY.

By product, in Q1, exports of mechanical and electrical products reached 3.05 trillion yuan, up 9.8% YoY, accounting for 58.4% of the total export value. Exports of solar cells, lithium batteries and automobiles increased by 100.8%, 53.7% and 83.4% respectively. Exports of labour-intensive products reached 900 billion yuan, up 10.9%. Among which, exports of luggage, shoes and toys increased by 24.0%, 20.4% and 16.9% respectively.

Imports of mechanical and electrical products reached 1.71 trillion yuan, up 2.7%, accounting for 40.8% of the total import value. Imports of integrated circuits, automatic data processing equipment and its parts, and electric vehicles increased by 12.4%, 14.9% and 15.7% respectively. In the same period, China imported 336 billion yuan of agricultural products, up 4.1%.

(5) **Total retail sales of consumer goods**

Total retail sales of consumer goods increased by 3.3%, reaching 10.87 trillion yuan in the first quarter. After deducting price factors, the real growth rate of retail sales of consumer goods was 1.3%.

The retail sales of urban consumer goods reached 9.4 trillion yuan, up 3.2% in Q1, and the same rate for rural consumer goods increased by 3.5% to 1.4 trillion yuan.

COVID-19 made a big impact on the consumer market. In March, the local outbreaks occurred in provinces, which reduced the number of people going out to shop or dine, and significantly obstructed market sales. As a result, retail sales of consumer goods fell by 3.5% YoY in March, with catering revenue down 16.4%.

Looking at the types of consumption in the first quarter, retail sales of goods reached 9.80 trillion yuan, up 3.6% YoY, while catering revenue reached 1.07 trillion yuan, up 0.5%. The retail sales of automobiles (car and components) reached 1.07 trillion yuan, a YoY increase of 0.3%.

In March, retail sales of goods were 3.13 trillion yuan, down 2.1% YoY and sales of automobiles reached 0.37 trillion yuan, a contraction of 7.5%.

Out of the 16 categories of retail items, in Q1, three items recorded a negative growth rate. In March, the contraction expanded to eight categories. Categories with a negative growth rate of more than 5.0% in March include:

- Gold, silver and jewelry (-17.9%);
- Catering (-16.4%);
- Clothing, shoes and hats, textile (-12.7%);
- Cosmetics (-6.3%);
- Furniture (-8.8%);
- Automobiles (-7.5%).

Looking into the second quarter, it is very likely that more categories will face negative growth with the COVID-19 control measures continue to be implemented in many provinces.

Besides, national online retail sales went up 6.6%, reaching 3.02 trillion yuan in Q1. Online retail sales of physical goods rose by 8.8%, reaching 2.53 trillion yuan, accounting for 23.2% of total retail sales of goods.

Among online retail sales of physical goods, food, clothing and daily necessities increased by 13.5%, 0.9% and 10.6% respectively in Q1. Gold, silver and jewellery, household appliances and audio-video equipment, and cultural and office supplies grew by 7.6%, 5.9% and 10.6% respectively.

In March, national online retail sales was also affected by the outbreak, but there is no monthly data from the National Bureau of Statistics.

Furthermore, sales of supermarkets, convenience stores, specialty shops and exclusive shops grew by 3.2%, 10.1%, 6.6%, and 1.0% YoY respectively, while sales of department stores decreased by 3.3%

Per capita disposable nominal income rose to 10,345 yuan in Q1 and increased by 8.3% YoY. After deducting price factors, the real growth rate was 5.1% YoY.

(For the following data, nominal growth rates are represented on a YoY basis unless specified otherwise.)

For urban residents, the average income rose by 5.4% to reach 13,832 yuan. In the meantime, the average income of rural residents grew 7.0% to 5,778 yuan. The national median per capita disposable income was 8,504 yuan, up 6.1%. The median figure was 82.2% of the average per capita disposable income (10,345 yuan).

On the other hand, in Q1, per capita consumption expenditure reached 6,393 yuan, up 6.9%. Per capita consumption expenditure of urban residents was 7,924 yuan, up 5.7%, while for rural residents, it reached 4,388 yuan, up 8.6%.

More specifically, per capita consumption expenditure on food, tobacco and alcohol reached 2,084 yuan, an increase of 4.9%, accounting for 32.6% of per capita consumption expenditure. The same figure for housing was 1,435 yuan, up 6.7%, accounting for 22.5% of the total. Transportation and communication was 791 yuan, up 12.7%, accounting for 12.4%. Education, culture and entertainment was 583 yuan, up 6.9% and accounting for 9.1%. Medical care was 528 yuan, up 9.1%, accounting for 8.3%.

Low income residents were likely most affected by the economic slowdown caused by the COVID-19 control measures. Providing free food and cash allowances to vulnerable groups might help improve the situation, especially when their city is under a lockdown.

Let’s talk

For a deeper discussion of how this impacts your business, please contact author.

Bin Zhao bin.gb.zhao@cn.pwc.com

The content contained in the newsletter is of a general and does not constitute an expert opinion on any individual case.

PwC is not responsible for decisions made independently with the above article.