

# Are the good times back?

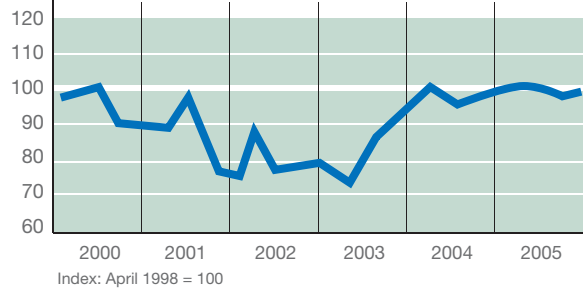
Consumer confidence research by AC Nielsen confirms many assumptions about comparative expectations around Asia Pacific – but also throws in a few surprises.

**M**arket research company AC Nielsen claims Chinese consumers are feeling increasingly confident about the state of their economy, though that doesn't necessarily translate into increased consumption.

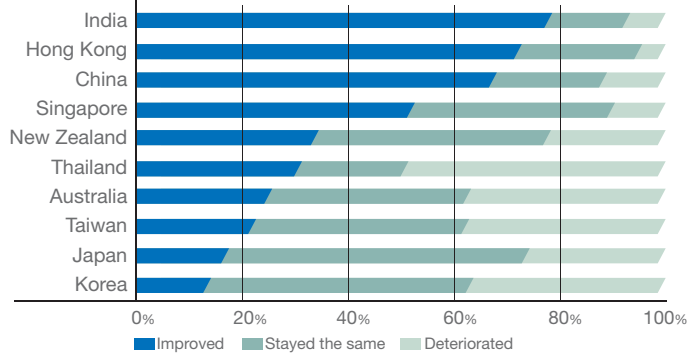
India and New Zealand are the bright lights of the region, in terms of consumption. The two countries top the tables in their willingness to spend money. Asked if now was a good time to consume, 66 percent of Indian respondents answered "good" or "excellent" compared to just 35 percent of Chinese respondents. The black spots remain around northeast Asia, with Koreans feeling most reticent to make major purchases.

Hong Kong's recovery seems to be felt widely around the territory. AC Nielsen puts Hong Kong's optimism at levels comparable to the mid-1990s. However, a more detailed look at the Purchase Intention Index suggests that big-ticket purchases could easily stall. The number of people willing to make major purchases in the next three months remains high, but the momentum from 2003-2004 may have run its course.

**Consumer sentiment in Hong Kong**  
AC Nielsen Purchasing Intentions Index



**Asia Pacific**  
Consumer views on economic performance



**Asia Pacific**  
Consumers' intentions to spend

