

## 《“小姐姐”经济来了 年轻女性推动中国消费增长》

《南华早报》最近的一篇报道称，中国的“小姐姐”们正迅速成为消费的推动力。随着社会观念的转变，“小姐姐”们有了更多的金钱和信心消费。无论是食品、电视节目、化妆品，还是奢侈品、医疗美容、以及互联网，“小姐姐”们带动了各行业的繁荣发展。



Girls wearing ancient costumes parade in Yuyuan Garden, East China's Shanghai, July 3, 2020. [Photo/Xinhua]

An army of young women dubbed the “little sisters” is fast becoming a driving force of spending in China, boosting the fortunes of companies selling everything from beer and liquor to streaming TV shows and cosmetics.

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They are well-educated, and are delaying or just skipping marriage and motherhood, giving them more money and the confidence to spend. Meanwhile these “little sisters” see themselves reflected in popular TV shows – like the





