

《多措并举持续推动消费回升》

中央经济工作会议在部署今年经济工作时，将“着力扩大国内需求”放在第一条，并提出“要把恢复和扩大消费摆在优先位置”和“要通过政府投资和政策激励有效带动全社会投资”。展望全年，消费能够成为经济增长的主拉动力，更好发挥对经济增长的基础性作用。



Tourists shop at a duty-free shopping mall in Sanya, South China's Hainan province.

[Photo/Xinhua]

Consumption, a buzzword highlighted not only in this year's Government Work Report but also during the newly-concluded two sessions, will witness further recovery and expansion this year, with preferential policies gradually taking effect, industry experts said.

行业专家表示，随着优惠政策逐渐生效，消费，这个不仅在今年的政府工作报告中，而且在刚刚结束的两会上都被强调的热词，将在今年见证进一步的恢复和扩张。

Pan Helin, co-director of the Digital Economy and Financial Innovation Research Center at Zhejiang University International Business School, said: "The recovery and

expansion of consumption have been prioritized by the Central Economic Work Conference late last year. In the short term, we think the government will continue to focus on policy support for the stability of consumption, while in the long term, the government will focus on increasing the support of consumption by improving residents' income levels in the future."

浙江大学国际联合商学院数字经济与金融创新研究中心联席主任盘和林表示：“去年年底的中央经济工作会议已经将消费的复苏和扩张列为优先事项。短期来看，我们认为政府将继续侧重于用政策支持消费稳定，而长期来看，政府将侧重于未来通过提高居民收入水平来增加对消费的支持。”

At the beginning of this year, Sheng Qiuping, vice-minister of commerce, said at a news conference that this year's target was to prop up consumption. The Ministry of Commerce will give priority to the recovery and expansion of consumption, focus on improving consumption conditions, innovate consumption scenarios, create a consumption atmosphere, boost consumer confidence and further strengthen the fundamental role of consumption.

今年年初，商务部副部长盛秋平在新闻发布会上表示，今年的目标是提振消费。商务部将把恢复和扩大消费放在优先位置，着力改善消费条件，创新消费场景，营造消费氛围，提振消费者信心，进一步增强消费的基础性作用。

And the consumption sector did witness recovery. Official data showed that during this year's Spring Festival holiday, the sales revenue recorded in consumption-related sectors surged 12.2 percent year-on-year — 12.4 percent higher than that of 2019. Sales revenues of restaurant and hotel chains rose 16.4 percent and 30.6 percent on a yearly basis, respectively.

消费领域的确出现了复苏。官方数据显示，今年春节假期期间，消费相关领域的销售收入同比增长12.2%，比2019年增长12.4%。餐厅和连锁酒店的销售收入同比分别增长16.4%和30.6%。

Many listed companies said that they experienced a recovery in consumption and are anticipating a boom in consumption this year.

多家上市公司表示，今年消费领域出现了好转，预计将迎来消费热潮。

"During the Spring Festival holiday, catering demand skyrocketed and we witnessed a sales revenue surge. With the market recovering, the company's operation is getting back on the growth track," said roast duck chain China Quanjude Group in a recent announcement.

烤鸭连锁店中国全聚德集团在最近的一份声明中表示：“春节黄金周期间，餐饮需求

旺盛，公司销售收入同比有较大增长。随着整体餐饮市场明显回暖，公司的经营情况也在逐步恢复过程中。”

Hot pot chain Xiabu Xiabu said that the company's performance is also recovering and the group will continue its expansion strategy this year, with more openings in the pipeline.

火锅连锁店呷哺呷哺表示，该公司的业绩也在恢复，集团今年将继续其扩张战略，将有更多的职位空缺。

According to the China Commerce Association for General Merchandise, during this year's Spring Festival holiday, customer traffic in major shopping malls surged 10 percent year-on-year.

据中国百货商业协会统计，今年春节假期期间，大型购物中心的客流量同比激增10%。

Hong Yong, an associate research fellow in the e-commerce research department of the Ministry of Commerce, said: "To realize high-quality development in the consumption sector, enterprises should prioritize product quality as consumers have increasing demands. In addition, they should increase brand influence, as more consumers now tend to buy products from famous brands. Technology advancement is also important, considering its role in helping adapt to market changes and consumer demands."

商务部研究院电子商务研究所副研究员洪勇表示：“为了实现消费领域的高质量发展，随着消费者的需求越来越高，企业应该优先考虑产品质量。此外，他们应该增加品牌影响力，因为现在越来越多的消费者倾向于购买名牌产品。考虑到在帮助适应市场变化和消费者需求方面的作用，技术进步也很重要。”

Fu Yifu, a senior research fellow at the Star Atlas Institute of Finance, said: "Online and offline consumption scenarios should be innovated. For example, themed shopping festivals and the nighttime economy should be considered. Consumer demand under different consumption scenarios should be taken into consideration."

星图金融研究院高级研究员付一夫表示：“线上和线下消费场景应该创新。例如，应该考虑主题购物节和夜间经济。应考虑不同消费情景下的消费者需求。”

"In addition, consumption subsidies like vouchers should be offered to promote consumption. The government should step up efforts to stabilize employment, further reduce taxes and fees and increase financial support to increase consumer income, which will enhance their willingness to consume," Fu said.

“此外，应该提供消费补贴，如优惠券，以促进消费。政府要加大稳就业力度，进一

步减税降费，加大金融支持力度，增加居民收入，这将增强人们的消费意愿。”

Lai Yang, an expert with the China General Chamber of Commerce, said, "The government should further prioritize its business environment to eliminate operation barriers so that enterprises, especially small and medium-sized ones, can make innovations."

中国商业联合会专家委员会委员赖阳表示：“政府应该进一步优先考虑商业环境，消除运营障碍，以便企业，特别是中小企业，能够进行创新。”

来源：中国日报

