

China Consumer & Retail Correspondent

Location: Beijing or Shanghai

Reuters is seeking a correspondent to cover China's consumer and retail economy — a beat that offers a clear view into how the country is changing, what people are buying, and what that signals for global business. From homegrown brands to international luxury houses, and from viral toys to mass-market platforms, the role sits at the intersection of commerce, culture and power.

As household savings remain high, Chinese pop culture travels abroad and foreign brands rethink their China strategies, this correspondent will help readers understand what is shifting — and why it matters.

About the Role

As China Consumer & Retail Correspondent, you will:

- Break and develop original stories for Reuters global audience, working closely with colleagues covering companies, markets and the economy
- Deliver fast, accurate and insightful coverage of breaking news for financial and general interest readers
- Track changes in consumer behaviour, brand strategy and retail innovation across China
- Work with graphics, pictures and video teams to tell stories clearly and creatively for digital platforms
- Build expertise on a core beat, with opportunities for growth and leadership within Reuters

About You

You are likely to bring:

- Substantial reporting experience, with a record of breaking news and producing deeply reported business stories
- Strong news judgement, financial literacy and an instinct for identifying emerging trends
- Experience sourcing and shaping stories in a fast-moving newsroom
- A collaborative approach and comfort working across teams and disciplines
- The ability to use data and social media as reporting tools
- Proficiency in Chinese

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