

Priced at 495 USD

China's Affluent eCommerce Shoppers Report 2014

agility RESEARCH
& STRATEGY

China's luxury boom is going online

- As the overall sector struggles amid a government crackdown on ostentatious spending and gift-giving, the urge to splurge online is growing strong. China is already home to the world's largest online shopper population with 242 million in an online population of about 600 million.
- China's Luxury E-Commerce market is estimated to be worth \$27 billion. Online and mobile shopping for luxury goods has exploded in China thanks to the fast-growing penetration of smartphones.



Source: WSJ, Jing Daily 2014

China's Affluent eCommerce Shoppers Report 2014



Contents of this Report

1. The Affluent in Asia
2. What does luxury mean to Affluent Asians?
3. Study methodology details and Affluent definitions
4. 360 Degree Approach to Understand the China's eCommerce Shoppers
 - A. Demographic profile
 - B. Financial profile
 - C. Psychographic profile
 - D. Leisure profile
 - E. Favorite online & offline shopping destinations
 - F. Media/channels of interest
 - G. Brands owned
5. Major Wins for Marketers and Brands
 - A. Whom to target?
 - B. What do consumers value?
 - C. Which channels to go for?
 - D. Where should the visibility be enhanced?
 - E. Accessing China's Affluent e-commerce Shoppers

Value add: In-depth data on seven categories and excel tables covering more than 250 luxury and premium brands

This Report also Contains ...

- ✓ The **Affluent Brand Purchase™** summarizes how a brand stands against its competition among the Affluent against the actual purchase in the last 12 months
- ✓ The **Affluent Wishlist™** forecasts the Affluent demand for premium and luxury items.
- ✓ With **Affluent Engage™**, brand executives and marketing strategists can identify which media-channels & entertainment platforms the Affluent find most inspiring and informative when deciding which brand to buy.
- ✓ **Affluent Advocacy™** identifies how online buzz affect their brand choices – and how they contribute to the online buzz,



Fashion



Watches & Jewelry



Technology



Automobile



Destinations



Hotels



Beauty

Agility Research & Strategy

Methodology

- **The Agility Affluent Insights** was conducted online among 1500 (equally distributed) affluent respondents in 5 countries - China, Hong Kong, Singapore, Indonesia and the US.
- The respondents were representative of the online population in terms of age and gender, aged 18-59 years old.
- Our definition of the affluent consumer is as follows:

Country	Affluent Definition
China	CNY 180,000 and above
Hong Kong	HKD 720,000 and above
Singapore	SGD 100,000 and above
Indonesia	IDR 160,000,000 and above
United States	USD 90,000 and above





There will be over a billion affluent consumers in Asia over the next decade.

How is your business understanding their needs?

At Agility Research & Strategy,
We are Fluent on the Affluent™.

With 30 years of combined experience on the Affluent and Luxury market, we understand the affluent consumer and help brands engage effectively with this premium segment.