

# Affluent Insights™ Report Summary: 2015 High Net Worth Individual Report China

In 2015 the HNWI population of Asia Pacific surpassed that of North America, becoming the region with the largest number of HNWI's in the world<sup>1</sup>. This report examines **China**, which has the fastest growth in the number of HNWI's and ranks 4th in the total number of HNWI's behind US, Japan and Germany.

<sup>1</sup>Source: World Wealth Report 2015



We focus on this population with **1 million+ USD in investable assets**; their purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services. We interviewed a total **104 HNWI respondents in China**.

- Fielded online in May/June 2015.
- All respondents are defined as affluent, command at least USD\$1M in investable assets, and have annual household incomes as per the table below

Country	Affluent Definition (HHI)
<b>China</b>	CNY 240,000+

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## Example Findings from the Report:

- Many HNWIs in China have yet to hit 40, while HNWIs in countries like the US are typically older, past mid-life.
- Besides offering high quality, HNWIs expect luxury brands to be socially responsible. Overall, exclusivity and ability to customize are the primary motivators for buying luxury.
- Many Chinese millionaires are new to buying luxury products, and they expect a level of social responsibility from luxury brands.
- Wealthy consumers in China are likely to buy luxury online, while their counterparts in HK and Singapore prefer to shop in a physical store.



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## PRODUCT CATEGORIES COVERED:

Affluent Insights™ 2015 HNWI reports cover premium brands across the following categories:

- ✓ Fashion/Accessories (83 brands)
- ✓ Watches (82 brands)
- ✓ Jewelry (39 brands)
- ✓ Skincare (52 brands)
- ✓ Makeup (49 brands)
- ✓ Financial Services (50 brands)
- ✓ Cars (46 brands)
- ✓ Alcohol (65 brands)

China HNWI Report Price: **USD 2,850**

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