

Priced at 599 USD

Hong Kong's Affluent eCommerce Shoppers Report 2014

agility RESEARCH
& STRATEGY

Hong Kong's luxury boom is going online

- More than 50% of the online population in Hong Kong are doing mobile transactions.
- And by 2015, PayPal forecasts that Hong Kong's e-commerce business will reach HK\$27.1 billion, or a 73% growth from its 2012 value of HK\$15.7 billion.
- The surge in e-commerce is mainly due to the fast-growing penetration of smartphones and tablets in the country.



Sources: Marketing Interactive 2014

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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 12months
- ✓ 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

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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.