



Affluent Insights™ 2015 Report Summary

**Affluent Men as Luxury Consumers in
China, Hong Kong, Singapore and the USA**

Report Price: **USD 3,950**

Affluent Insights™ 2015 Luxury Study

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The luxury goods market for men has been outgrowing that aimed at female consumers for several years now. Many are also forecasting that future growth in most luxury categories will be dominated by products specifically designed for male consumers. Many luxury brands have been focusing their offerings and brand marketing to female consumers. It is now important to understand that male luxury consumers have very different tastes from their female counterparts when it comes to how they research and purchase luxury goods and also in what they look for from luxury brands.



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In this report we are focusing on the **Affluent Male Consumers** , and their purchasing behaviour, motivations, media channels and brand preferences of the highly affluent consumers when it comes to purchasing **premium and luxury products and services**. A total of 558 Affluent Male respondents were interviewed:

Countries	Sample Size
China	n = 141
Hong Kong	n = 130
Singapore	n = 156
USA	n = 131

PRODUCT CATEGORIES COVERED:

This report covers premium brands across the following categories:

- ✓ Fashion/Accessories (83 brands)
- ✓ Watches (82 brands)
- ✓ Jewelry (39 brands)
- ✓ Cars (46 brands)
- ✓ Alcohol (65 brands)

This report is based on findings from the Affluent Insights™ Luxury Study:

- Fielded in May/June 2015
- Covers four markets: China, Hong Kong, Singapore, USA
- All respondents are highly affluent with minimum annual household incomes as per the table below, and minimum one third of respondents per market HNWIs, with US\$ 1 million+ in investable assets

Countries	Highly Affluent Definition (HHI)
China	CNY 240,000+
Hong Kong	HKD 960,000+
Singapore	SGD 135,000+
USA	USD 150,000+

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Example Findings form the Report

- Affluent Male consumers across the markets are buying luxury brands largely because of the better quality they provide, but they are very careful about not overpaying for their purchases.
- It is important to extensive information online (mobile optimized in China) about products to aid men in their product research, although purchases are likely done in-store or during travels.
- Credit cards are the preferred payment mode for luxury purchases online except in China, where Alipay is more popular.
- Purchasing luxury brand online has left only a small number feeling more negatively about the brands they purchased. This was most common in China (20%).

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