

Affluent Insights™

2015 Premium Watch Consumer Report Summary



Markets: China, India, Hong Kong, Singapore, Malaysia, South Korea, Taiwan, Japan.

Report Price: **USD 3,950**

Affluent Insights™ 2015 Report Summary: Asian Premium Watch Consumer Report

- “Watches are part of the fastest growing luxury segments in China right now,” Baidu Vice President Liang Zeng told Digital Luxury – Business Insider SG
- *Pierre Pringuet, Pernod Ricard’s chief executive puts it, Asia is also “where the biggest potential growth is” – The Economist*



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

- Fielded online in May/June 2015.
- Covers eight Asian markets: China, India, Hong Kong, Singapore, Malaysia South Korea, Taiwan, Japan.
- In each market, we surveyed 300+ respondents. All of the respondents were defined as affluent with annual household incomes as per the table on the right.

Country	Affluent Definition (HHI/a)
China	CNY 180,000+
India	INR 12,00,000+
Singapore	SGD 100,000+
Hong Kong	HKD 720,000+
Malaysia	MYR 100,000+
South Korea	KRW 78 million+
Taiwan	TWD 960,000+
Japan	JPY 10 million+

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Example Findings from the Report:

- Top brands purchased in the last 12 months:

Top 1	Rolex
Top 2	Omega
Top 3	TAG Heuer
Top 4	Cartier
Top 5	Tissot
Top 6	Gucci
Top 7	Longines
Top 8	Bvlgari
Top 9	Chanel
Top 10	Patek Philippe

- Over the past year, premium watch purchase has been most frequent in China, Hong Kong and India and least frequent in Japan.
- Purchasers from Japan, Hong Kong, and China spend the most on their luxury timepieces.
- Likelihood of future purchase is much higher in China in comparison to the other markets.
- Brand websites are the most common sources of information across 7 out of 8 markets.

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