

Affluent Insights™ Report Summary: 2015 High Net Worth Individual Reports

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 world¹. These reports examine four markets; **USA**, which still dominates all other markets in terms of the number of millionaires for a single country; **China**, which has the fastest growth in the number of HNWI's and ranks 4th in the total number behind US, Japan and Germany; **Singapore** and **Hong Kong**, which have extremely high concentrations of HNWI's among the total population.

¹Source: 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 **415 HNWI respondents**:

Countries	HNWI Sample Size
China	n = 104
Hong Kong	n = 100
Singapore	n = 101
USA	n = 110

Affluent Insights™ Report Summary: 2015 HNWIs Reports

Example Findings from the Report:

- HNWIs in the US are older, past mid-life, while many in China have yet to hit 40.
- Besides offering high quality, across markets, HNWIs expect luxury products to be unique. Overall, craftsmanship and design/styling 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 and the US are likely to buy luxury online, while their counterparts in HK and Singapore prefer to shop in a physical store.
- Travel commands the largest share of wallet of HNWIs' discretionary spending
- Luxury brand websites and print magazines are the most powerful information sources for most luxury product categories, however recommendations from friends and family often have more influence on the final decision.

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Affluent Insights™ Report Summary: 2015 HNWII Reports



The HNWII Reports are based on findings from the Affluent Insights™ 2015 Luxury Survey:

- Fielded online in May/June 2015.
- Covering four markets: China, Hong Kong, Singapore, and the USA
- All respondents are defined as affluent, command at least USD\$1M in investable assets, and have annual household incomes as per the table below

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

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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)

Combined Report (covering all 4 markets): **USD 9,750**

Single Market Report (CH, HK, SG or US): **USD 2,850**

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