

# Affluent Insights™: 2015 Report on Generation AAA Consumers and Luxury Goods

This report focuses on the aspirational, ambitious, and affluent consumers of China, Hong Kong, and Singapore. They are young, 18-34 years of age, and come from affluent households that make at least CNY240,000, HKD960,000, and SGD135,000 annually. There is potential for luxury goods in this market, one which will only widen their influence as they age, and also increase their spending power.

To better understand this segment, we looked into the purchasing behaviour, motivations, media channels, and brand preferences of these Generation AAA consumers in the context of premium and luxury products and services. We also shed light on the most effective influencers and motivators behind purchases in order to better target the segment and attract new customers or increase spending from current customers.



This report is based on the **2015 Affluent Insights™ Luxury Study:**

- Fielded online in May/June 2015.
- Interviewing 170 Generation AAA respondents in China, 127 in Hong Kong, and 93 in Singapore

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The report has in total 100+ pages and includes rich data and commentary to help give you the necessary insights to connect with the Generation AAA consumer.



## PRODUCT CATEGORIES COVERED:

Affluent Insights™ 2015 Generation AAA Study covers 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)

**Full Report Price: USD 3,450**

Contact: Amrita Banta  
amrita@agility-research.com / +65 6396 5138

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## Some key findings from the report:

- AAAs in China expect luxury products to boost their status, more than Singaporeans or Hong Kongers.
- For AAAs across China, Hong Kong, and Singapore, brand heritage and country of origin are not key motivations to luxury brand purchase. This bodes well for non-European new luxury marques wanting to make an impact in the category.
- Premier watch brands like Rolex and Omega are popular amongst Chinese AAAs, but they are beginning to appreciate the merit of other brands like IWC. Expect top brands to do well, but also expect previously less popular ones to pick up with this market.
- Top brands on the shopping list of Generation AAA consumers in the next 12 months include:

RANK	Fashion (China)	Watches (Singapore)	Cars (Hong Kong)	Jewellery (China)
1	Chanel	Rolex	Audi	Tiffany
2	Armani Burberry	TAG Heuer Omega	Mercedes BMW	Cartier
3				Dior
4	Hermes	Coach	Nissan Volkswagen	Hermes Versace
5	Gucci	Marc Jacobs		

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