

Affluent Insights™ 2015

Hong Kong Female Luxury Consumer Report



We are Fluent on the Affluent™

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Introducing Agility and Affluential

- **Agility Research & Strategy** is a World Class Research and Consulting company with a core focus on the Affluent and Luxury Consumers for premium brands. With over 30 years combined experience in understanding the Affluent consumer, we are truly Fluent on the Affluent™.



- We partner with leading brands in helping to provide actionable insights through a suite of solutions that lead to growing their market share.
- **Affluential**, powered by Agility, is a leading consumer intelligence portal helping brands engage with Affluent consumers in more than 20 key economies across the United States, Europe and Asia.
- We work with luxury clients around the world.

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Affluent Insights™ 2015 Luxury Study - Female Luxury Consumer Report

Introduction:

Overall, female consumers are bigger spenders on luxury than their male counterparts, representing roughly 60% of the global market for luxury goods. This is why in this report we focus exclusively on the female luxury consumer, who dominates many categories, including leather goods, makeup, skin care, fragrances, and ready to wear clothing. While male consumer are increasing their spend across luxury categories, female consumers are becoming responsible for a bigger share of sales also in luxury watches, which used to be a category dominated by males.



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Affluent Insights™ 2015 Luxury Study - Female Luxury Consumer Report

This report is based on findings from the **Affluent Insights™ Luxury Study**, fielded in May/June 2015.

A total of **178 Affluent Female Consumers**, were surveyed in **Hong Kong** for this report. All respondents had an annual household income of at least HKD 960,000.

We are focusing on the Affluent Females' purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services.

PRODUCT CATEGORIES COVERED:

We 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)