

Affluent Insights™

2015 Premium Watch Consumer Report Summary



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

Report Price: **USD 3,950**

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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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TABLE OF CONTENTS

Study Methodology and Sample

Key Findings from the Report

Section A: LUXURY WATCH PURCHASING

Next Big Purchase

Categories Purchased in the Past 12 Months

Categories Planning to Purchase in the Next 12 Months

Luxury Watch Purchasing

Spending on Categories

Spending on Luxury Watches amongst Purchasers

Section B: LUXURY WATCH PURCHASERS

Luxury Watch Brands Purchased

Top Information Sources for Luxury Watches

Section C: LUXURY WATCH PURCHASER PROFILING AND DEMOGRAPHICS

Future Outlook for Consumers

Attitudes about Luxury Purchasing

Motivations to Buy Luxury

Top Holiday Destinations

Number of International Trips (Leisure/Business/Combined)

Travel Behaviour

Occupation

Household Income

Investments

Gender and Age

Civil Status

Sport Following and Hobbies

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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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