

Affluent Insights™ Report Summary:

2015 High Net Worth Individual Report Hong Kong

In 2015 the HNWI population of Asia Pacific surpassed that of North America, becoming the region with the largest number of HNWIs in the world¹. This report examines Hong Kong , which has an extremely high concentration of millionaires among its 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 **100 HNWI respondents in Hong Kong**.

- Fielded online in May/June 2015.
- All respondents are defined as affluent , command at least USD\$1M in investable assets, and have annual household incomes as per the table below

Country	Affluent Definition (HHI)
Hong Kong	HKD 960,000+

Affluent Insights™ Report Summary: 2015 HNWII Report – Hong Kong

Example Findings from the Report:

- HNWIs expect luxury to be expensive and deliver high quality. A perfect luxury experience for HNWIs is often related to something that comes with a high level of service and comfort.
- Future big purchases are often related to travel.
- Besides offering high quality, HNWIs expect luxury products to be unique. Overall, craftsmanship, design/styling and exclusivity are the primary motivators for buying luxury.
- Wealthy consumers in HK prefer to shop in a physical store.



Affluent Insights™ Report Summary: 2015 HNW Report – Hong Kong

Table of Contents:

Summary of Key Findings
Section A: Luxury Perceptions and Purchase Behaviour
The Definition of Luxury
Influences in Luxury Purchases
How Luxury is Bought
Motivations for Buying Luxury
Preferred Payment Mode for Luxury Online
How Purchasing Luxury Online Affects Views on Brands
Looking ahead for the next 12 Months
Expectations from a Luxury Brand Website
How Purchasing Luxury Makes One Feel
Section B: Luxury Category Spend and Brand Purchasing
Purchasing of Categories in the Past 12 / Next 12 Months
Share of Wallet for Categories in the Past 12 Months
Premium/Luxury Fashion & Accessories Brands Purchased
Premium/Luxury Watches Brands Purchased
Jewellery Brands Purchased
Car Brands Purchased
Premium Alcohol Brands Purchased
Financial Services Brands Transacted with
Skincare Brands Purchased
Makeup Brands Purchased
Section C: Right Media to Reach and Influence the HNWIs
Alcohol
Premium/luxury Watches
Jewellery
Designer Clothing and Accessories
Makeup
Skincare
Financial Services
Cars
Section D: Profiling and Demographics
Number of International Trips by Purpose
Sports Following
Annual Household Income
Hobbies
Occupation
Age and Gender
Civil Status

Affluent Insights™ Report Summary: 2015 HNWII Report – Hong Kong



PRODUCT CATEGORIES COVERED:

Affluent Insights™ 2015 HNWII 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)

Hong Kong HNWII Report Price: **USD 2,850**

Contact: Amrita Banta / amrita@agility-research.com / +65 6396 5168