

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

In 2015 the HNWIs population of Asia Pacific surpassed that of North America, becoming the region with the largest number of HNWIs in the world<sup>1</sup>. 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 HNWIs and ranks 4th in the total number behind US, Japan and Germany; **Singapore** and **Hong Kong**, which have extremely high concentrations of HNWIs among the total population.

<sup>1</sup>Source: 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 HNWIs 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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## Table of Contents:

Summary of Key Findings
<b>Section A: Luxury Perceptions and Purchase Behaviour</b>
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
<b>Section B: Luxury Category Spend and Brand Purchasing</b>
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
<b>Section C: Right Media to Reach and Influence the HNWIs</b>
Alcohol
Premium/luxury Watches
Jewellery
Designer Clothing and Accessories
Makeup
Skincare
Financial Services
Cars
<b>Section D: Profiling and Demographics</b>
Number of International Trips by Purpose
Sports Following
Annual Household Income
Hobbies
Occupation
Age and Gender
Civil Status

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## 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 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)

Combined Report (covering all 4 markets): **USD 9,750**  
Single Market Report (CH, HK, SG or US): **USD 2,850**

Contact: [Jason@agility-research.com](mailto:Jason@agility-research.com) / +65 6396 5168