

AFFLUENT INSIGHTS™ LUXURY STUDY 2017-18

Australia



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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 brands catering to affluent consumers around the world.



Affluent Insights™ 2017-18

Luxury Study

This report is based on findings from the Affluent Insights™ Luxury Study:

- Fielded in October/November 2017
- Covers the following markets:
China, Hong Kong, Singapore, Thailand, Malaysia, Australia, South Korea, Japan
- Sample size in Australia, n=308
- All of the respondents were defined as affluent with annual household incomes as per the table below, and n=105 of the respondents were millionaires, with US\$ 1 million+ in investable assets

Market	Affluent Definition (HHI)
Australia	AUD 150,000+

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Affluent Insights™ 2017-18 Luxury Study

In this report...

we will be looking at purchasing behaviour, motivations, media channels and brand preferences of the affluent consumers when it comes to purchasing premium and luxury products and services.

PRODUCT CATEGORIES COVERED:

Affluent Insights™ 2017-18 Luxury Study covers premium brands across the following categories:

- ✓ Fashion/Accessories (105 brands)
- ✓ Watches (81 brands)
- ✓ Jewelry (66 brands)
- ✓ Alcohol (84 brands)
- ✓ Hotels / Cruise lines (82 brands)
- ✓ Skincare (54 brands)

Brand selection: For past purchase/ ownership and future purchase plan questions, we have selected brands that are well-known luxury brands and/ or are part of the competitive set of our subscribers' brands. For brand image questions, we include subscriber brands, as well as, a sub-set of high-end luxury brands that have shown to be the most popular in our research.



Affluent Insights™ 2017-18

Luxury Study

KEY LEARNINGS

Personal luxury goods are still not top-of-mind for many Affluent Australians. For years, the concept of luxury had been tied with overseas travel, fine wines and alcohol, luxury cars, and vacation houses. Considering Australians have a minimum of 30 annual paid vacation days, few traffic congestions, and beautiful beachfront destinations, it is no wonder that personal luxury goods, like watches and jewellery, have not been on top of their list.

Unlike Asians, Australians also do not tend to assign more value to people based on what brands they use. Status has always been more about personal accomplishments, rather than what somebody wears.

However, luxury brands have been gradually increasing their presence, with high street stores in metropolises like Melbourne and Sydney, and special luxury outlets at tourist destinations like the Gold Coast. While a big part of this increase is due to the incoming tourists originating from Asia, local Australian consumers are slowly learning about luxury brands, getting their inspirations from French and Italian cultures and media.

Luxury brands should note that affluent Australian consumers purchase luxury goods for the higher quality they provide, and as a treat or self reward. Status and brand recognition are less important, especially in comparison to a great personalized service.

As Australians are becoming more likely to travel abroad, new avenues exist, including airports and travel destinations. As cruises are also high on the wish list, brands can increase their presence in collaboration with cruise lines as well.

In addition, recommendations from trusted peers like friends and family are important for the more extroverted Australians.