

# AFFLUENT INSIGHTS™ LUXURY STUDY 2017-18

Australia



**AFFLUENTIAL**  
[www.affluential.com](http://www.affluential.com)

Powered By:  
**agility** RESEARCH  
& STRATEGY

# Table of Contents

	<b>PAGE</b>
About Agility and Affluential	4
Study Methodology and Sample	5
Introduction	6
Key Learnings	7
<b>Section A: Luxury Perceptions and Purchase Behaviour</b>	<b>8</b>
The Definition of Luxury	10
Experiences from Luxury Brands	11
Next Luxury Purchase	12
Expectations from Luxury Brands	13
Luxury Purchase Preferences	14
Millionaires' Luxury Preferences	15
Motivations to Buy Luxury Brands	16
Luxury and Social Media	17
TOP Social Media Celebrities/Influencers	18
Luxury Category Purchasing	19
Luxury Spending Outlook	20
Share of Wallet	21
Luxury Purchase Channels	22
Motivations to Buy Luxury Online	23
Buying Luxury Online	24
Luxury Shopping Websites	25
Preferred Online Payment Mode	26
<b>Section B: Fashion Category</b>	<b>27</b>
Fashion Purchase Channels	29
Fashion Brands Owned and Planned to Purchase	30
Perceptions of Top Fashion Brands	32
Share of Influence for Media/Information Sources	33
Digital Media/Information Sources for Fashion	34
Social Media Information Sources for Fashion	35
Traditional Media/Information Sources for Fashion	36
<b>Section C: Watches and Jewellery Category</b> <i>(similar to section B)</i>	<b>37</b>
<b>Section D: Alcohol Category</b> <i>(similar to section B)</i>	<b>50</b>
<b>Section E: Skincare Category</b> <i>(similar to section B)</i>	<b>60</b>

	<b>PAGE</b>
<b>Section F: Finances</b>	<b>70</b>
Income	73
Investable Assets	74
Portfolio Allocations	75
Financial Institutions Used	76
Offshore Investment Countries	78
Credit Cards Owned	79
Use of Credit Card Perks	80
Financial Priorities (Millionaires)	81
Use of Private Banks (Millionaires)	82
Property Ownership and Investment (Millionaires)	82
Future Overseas Property Purchase Locations	83
Share of Influence for Media/Information Sources	84
Media/Information Sources for Banking and Insurance	85
Media for Financial News	88
Financial Outlook	89
<b>Section G: Travel</b>	<b>90</b>
Number of Trips in Past 12 Months	92
Hotels Used in the Past 12 Months	93
Hotels Planning on Using in the Next 12 Months	93
Cruise Brands Used in the Past 12 Months	95
Cruise Brands Planning on Using in the Next 12 Months	95
Leisure Destinations in the Past 12 Months	97
Next Leisure Destination	97
Luxury Travel Purchase Preferences	98
Travel Purchase Channels	99
Travel Booking Websites	103
Travel Activities Past 12 Months	105
Travel Luxury Shopping Influencers	106
Share of Influence for Media/Information Sources	107
Media/Information Sources for Hotels and Travel	108
New Luxury Hotels Discovered	111
Travel Outlook	112
<b>Section H: Profiling</b>	<b>113</b>
Millionaire Life Priorities	114
Sports Followed	115
Hobbies	116
Civil Status and Family Composition	117
Age and Gender	118

# 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.

DE BEERS  
JEWELLERY

TIFFANY & CO.

PATEK PHILIPPE  
GENEVE

BVLGARI RICHMONT

SK-II

starwood  
Hotels and  
Resorts

SHANGRI-LA  
HOTELS and RESORTS

Pernod Ricard

DFS

LVMH  
MOËT HENNESSY, LOUIS VUITTON

MARINA BAY Sands.  
SINGAPORE

MK  
MICHAEL KORS

BMW

L'ORÉAL  
LUXE

mastercard.

UBS

BARCLAYS

AVIVA

# 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+

*Copyright note:*

*Agility Research and Strategy retains all rights to this report. By purchasing this report, the buyer is granted the right to share this report and its contents within the organization it was purchased for, and agrees to attribute all content quoted from the report to this source. This report or any part of it cannot be sold or distributed to a third party without prior consent from Agility Research and Strategy.*

# 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.