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# China's Affluent eCommerce Shoppers Report 2014

*agility* RESEARCH  
& STRATEGY

# China's luxury boom is going online

- As the overall sector struggles amid a government crackdown on ostentatious spending and gift-giving, the urge to splurge online is growing strong. China is already home to the world's largest online shopper population with 242 million in an online population of about 600 million.
- China's Luxury E-Commerce market is estimated to be worth \$27 billion. Online and mobile shopping for luxury goods has exploded in China thanks to the fast-growing penetration of smartphones.



Source: WSJ, Jing Daily 2014

# China's Affluent eCommerce Shoppers Report 2014



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**Value add: In-depth data on seven categories and excel tables covering more than 250 luxury and premium brands**

# This Report also Contains ...

- ✓ The **Affluent Brand Purchase™** summarizes how a brand stands against its competition among the Affluent against the actual purchase in the last 12 months
- ✓ The **Affluent Wishlist™** forecasts the Affluent demand for premium and luxury items.
- ✓ With **Affluent Engage™**, brand executives and marketing strategists can identify which media-channels & entertainment platforms the Affluent find most inspiring and informative when deciding which brand to buy.
- ✓ **Affluent Advocacy™** identifies how online buzz affect their brand choices – and how they contribute to the online buzz,



Fashion



Watches & Jewelry



Technology



Automobile



Destinations



Hotels



Beauty

# Agility Research & Strategy

## Methodology

- **The Agility Affluent Insights** was conducted online among 1500 (equally distributed) affluent respondents in 5 countries - China, Hong Kong, Singapore, Indonesia and the US.
- The respondents were representative of the online population in terms of age and gender, aged 18-59 years old.
- Our definition of the affluent consumer is as follows:

Country	Affluent Definition
China	CNY 180,000 and above
Hong Kong	HKD 720,000 and above
Singapore	SGD 100,000 and above
Indonesia	IDR 160,000,000 and above
United States	USD 90,000 and above





**There will be over a billion affluent consumers in Asia over the next decade.**

How is your business understanding their needs?

At Agility Research & Strategy,  
**We are Fluent on the Affluent™.**

With 30 years of combined experience on the Affluent and Luxury market, we understand the affluent consumer and help brands engage effectively with this premium segment.