

Affluent Insights™ 2015

Chinese Female Luxury

Consumer Report Summary



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Affluent Insights™ 2015 Luxury Study

Female Luxury Consumer Report Summary

Overall, female consumers are bigger spenders on luxury than their male counterparts, representing roughly 60% of the global market for luxury goods. This is why in this report we focus exclusively on the female luxury consumer, who dominates many categories, including leather goods, makeup, skin care, fragrances, and ready to wear clothing. While male consumer are increasing their spend across luxury categories, female consumers are becoming responsible for a bigger share of sales also in luxury watches, which used to be a category dominated by males.



Affluent Insights™ 2015 Luxury Study - Female Luxury Consumer Report

This report is based on findings from the **Affluent Insights™ Luxury Study**, fielded in May/June 2015.

A total of **178 Affluent Female Consumers**, were surveyed in **China** for this report. All respondents had an annual household income of at least CNY 240,000.

We are focusing on the Affluent Females' purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services.

PRODUCT CATEGORIES COVERED:

We 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)

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