

Affluent Insights™ 2016

Affordable Luxury Report

Fragrance / Skincare / Makeup



Market: **Singapore**

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 are 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.
- Our clients in the travel and hospitality sector include:



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This Singapore market report is based on findings from the Affluent Insights™ Surveys

- Fielded online in in April/May and October 2016
- Based on 300+ interviews in Singapore
- All of the respondents were defined as mass affluent or above with minimum annual household income as per the table below:

Country	Affluent Definition (HHI/a)
Singapore	SGD 78,000+

- All respondents have also travelled internationally for leisure or business in the past 12 months.

Affluent Insights™ Report Summary: 2016 Affordable Luxury Report

Key Implications to Brands:

- Mass affluent Singaporeans are optimistic about their future, but not looking to increase their spending on luxury goods.
- They tend to value and spend on travel and experiences over goods but beauty and personal care products are still important.
- Share of wallet for beauty products:
 - Skincare : 4% - Makeup : 2 % - Fragrances : 2%
- On a daily basis:
 - 6 out of 10 Singaporeans use skincare
 - 3 out of 10 Singaporeans use fragrances
 - 3 out of 10 Singaporeans use makeup
- Discretionary goods purchasing is high during travels and online; more smartphone use among the younger, under 35 year-olds.

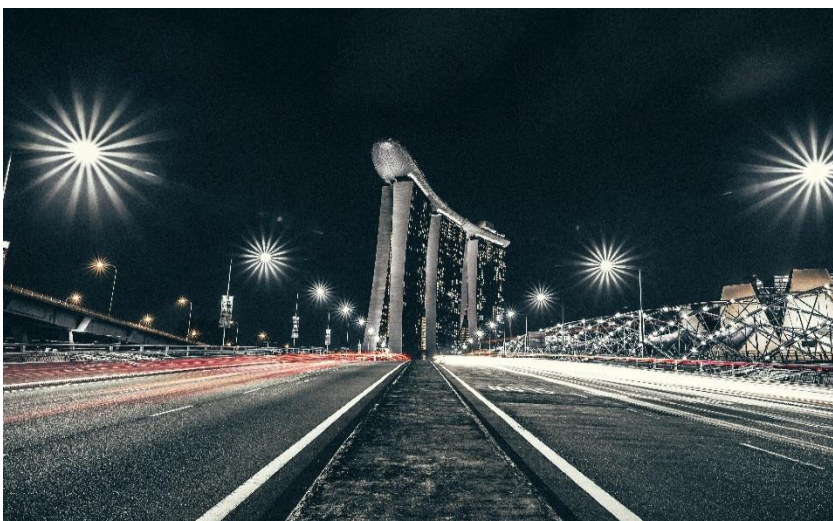


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