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USA's Affluent eCommerce Shoppers Report 2014

agility RESEARCH & STRATEGY

USA's luxury boom is going online

- US retail ecommerce will continue its torrid growth in 2014, with sales forecast to rise 15.5% to \$304.1 billion. Of the 219.4 million internet users in the US ages 14 and older, eMarketer expects 163.2 million or 74% to shop online this year.
- Like most other consumer goods, luxury goods are increasingly being sold through internet retailing in the US. E-commerce channels outperformed the market as a whole in 2013 and further growth in internet retailing is expected in the coming years.²



Sources:

¹<http://www.emarketer.com/Article/Retailers-Look-Merge-Offline-Online-Shopping-Experiences-2014/1010812>

²<http://www.euromonitor.com/luxury-goods-in-the-us/report>

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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 12months
- ✓ 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.