

Affluent Insights™: 2015 Report on Affluent Consumers and Luxury Goods in the US

This report focuses on highly Affluent consumers, who are a different consumer segment from the “Mass Affluent” or those defined as just “Affluent“. They are Americans who have an annual household income of at least \$150,000 USD. They represent the top 10% of the population in terms of income, but command 25% share of total income in the US. These highlight the spending capacity and importance of the segment for luxury brands.

To better understand this segment, we look into the purchasing behaviour, motivations, media channels, and brand preferences of these highly affluent consumers in the context of premium and luxury products and services. We also shed light on the most effective influencers and motivators behind purchases in order to better target the segment and attract new customers or increase spending from current customers.



This report is based on the **2015 Affluent Insights™ Luxury Study:**

- Fielded online in May/June 2015.
- Interviewing over 300 highly affluent respondents with a minimum annual household income of US\$150,000.
- Over 100 of these respondents are High Net Worth Individuals (HNWI), with minimum US\$ 1 million in investable assets

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The report has in total 100+ pages and includes rich data and commentary to help give you the necessary insights to connect with the Highly Affluent consumer.



PRODUCT CATEGORIES COVERED:

Affluent Insights™ 2015 Luxury Study covers 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)
- ✓ Hotels/Cruises (49 hotel / 21 cruise brands)

Full Report Price: USD 2,850

Contact: Amrita Banta
amrita@agility-research.com / +65 6396 5168

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Some key findings from the report:

- While luxury products are widely researched online (even on mobiles), and many are open to buying them online, half of the respondents still prefer buying them in a store.
- For those who have purchased luxury products online, the experience has generally left the consumer with an unchanged or improved perception of the brand, while only few report the experience eroding their view of the brand.
- Craftsmanship is the leading motivation for affluent Americans to buy luxury brands.
- Top brands on the shopping list of the affluent consumer for the next 12 months include:

RANK	Fashion	Watches	Cars	Hotels
1	Coach	TAG Heuer	Audi BMW Tesla	Marriott
2	Ralph Lauren	Tiffany		Hilton
3	Michael Kors	Coach		Hyatt Ritz-Carlton
4	Calvin Klein	Chanel Omega Rolex LV Hermes	Ford Cadillac Lexus Mercedes	Holiday Inn Sheraton
5	Burberry Prada			

- Brand websites and online search are most influential in the purchase decision for luxury watches, while recommendations have the strongest influence on purchase decisions for skin care products.

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