

Affluent Insights™

2015 Asian Jewellery Consumer Report Summary



Markets: China, India, Hong Kong, Singapore,
Malaysia, South Korea, Taiwan, Japan.

Report Price: **USD 3,950**

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Affluent Insights™ 2015 Report Summary: Asian Jewellery Consumer Report



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

- Fielded online in May/June 2015.
- Covers eight Asian markets: China, India, Hong Kong, Singapore, Malaysia, South Korea, Taiwan and Japan.
- In each market, we surveyed a total of 350+ respondents. All of the respondents were defined as affluent or mass affluent with minimum annual household incomes as per the table on the right.

Country	Affluent Definition (HHI/a)
China	CNY 180,000+
India	INR 12,00,000+
Singapore	SGD 100,000+
Hong Kong	HKD 720,000+
Malaysia	MYR 100,000+
South Korea	KRW 78 million+
Taiwan	TWD 960,000+
Japan	JPY 10 million+

Asian Jewellery Consumer Report

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According to a report by De Beers, global diamond sales in 2013 amounted to US\$79 billion, up 3%. Chinese consumers made the biggest contribution to this record with a 14% increase.

*Source: China Trade Research

Example Findings from the Report:

- Top jewellery brands plan to buy:

Top 1	Tiffany
Top 2	Cartier
Top 3	Chanel
Top 4	Dior
Top 5	Gucci

- Among markets surveyed, the Chinese and Indians have the highest proportion of past 12 months jewellery purchasers, while the Japanese have the highest median spend at USD 3,688.
- More Chinese, Malaysians and Taiwanese are looking to buy jewellery in the next 12 months compared to the past year.
- Shopping malls, online search, brand website and printed magazines are generally the top information sources for jewellery. In Hong Kong, consumers also rely on celebrity endorsement for this category.

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