

# THE APAC AFFLUENT

**The Growth Engine  
for Brands in an  
Uncertain World**

# In Asia. For Asia.

- ❖ The survey was launched in 1997 and is conducted across 11 markets.
- ❖ Reveals the ever-changing reality of Affluent audiences & their consumption trends.
- ❖ Trusted by the leading media owners and agencies globally.
- ❖ Rolling 12-month data with 2 releases each year.



**Track the media  
consumption and  
frequency across TV,  
print, digital and more**

**Better plan and allocate  
ad budget to reach your  
target audience**

**Understand profile and  
behaviour of your target  
audience**

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# AFFLUENT ASIA AS A PART OF AFFLUENT GLOBAL

## AFFLUENT GLOBAL

Sample size: 73,808  
Universe: 200 million

## AFFLUENT APAC

Sample size: 20,283  
Universe: 45 million

IPSOS : USA  
Affluent

IPSOS : EUROPE  
Affluent

IPSOS : MIDDLE EAST  
Affluent

IPSOS : AFRICA  
Affluent

IPSOS : ASIA PACIFIC  
Affluent



# THE GLOBAL AFFLUENT SUITE

## OUR INDIVIDUAL MARKETS

IPSOS : EUROPE  
**Affluent**

Austria  
Belgium  
Czech Rep.  
Denmark Finland  
France  
Germany  
Hungary  
Ireland  
Italy  
Luxembourg  
Netherlands  
Norway  
Poland  
Portugal  
Russia  
Spain  
Sweden  
Switzerland  
Turkey  
UK

IPSOS : MIDDLE EAST  
**Affluent**

Bahrein  
Egypt  
Jordan  
Kuwait  
Lebanon  
Qatar  
Saudi Arabia  
U.A.E.

IPSOS : AFRICA  
**Affluent**

Cameroon  
Cote d'ivoire  
Ghana  
Kenya  
Morocco  
Nigeria  
South Africa  
Uganda  
Senegal  
D.R. Congo

IPSOS : ASIA PACIFIC  
**Affluent**

Australia  
China  
Hong Kong  
India  
Indonesia  
Malaysia  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand  
Japan \*

IPSOS : USA  
**Affluent**

United States

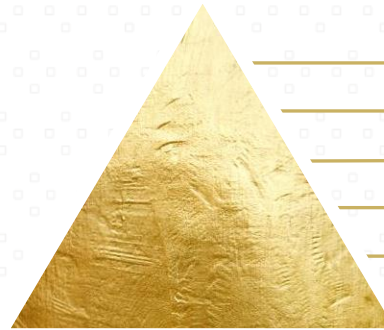
# WHO ARE THE AFFLUENT?

TARGET: TOP INCOME LEVELS

18-74 YEARS OLD

MAIN INCOME EARNERS

NON MAIN INCOME EARNERS



TOP HOUSEHOLD INCOMES

TRENDSETTERS

BIG SPENDERS

OPINION LEADERS

HIGH-NET-WORTH INDIVIDUALS

GENERAL POPULATION

# What is the criteria of affluence?



Hong Kong: HK\$ 50,000

China: RMB 20,000

India: Rupee 130,000

Malaysia: RM 7,500

Singapore: S\$ 11,000

Indonesia: Rp 9,350,000

Thailand: Baht 82,500

Philippines: ₱ 72,500

S Korea: ₩ 6,000,000

Taiwan: NT\$ 160,000

Australia (per annum): A\$ 115,000



# Who are we talking to?



## Affluent Adult

Aged 18-74 of top tier household income\*



## Business Decision Makers (BDM)

Aged 18-74 of top tier household income\*, who work in companies employing at least 10 people. They are typically white-collar management having a supervisory position or department/section head.



## Top Management (TM)

Top 1% of the society with top tier household income\*, who are business decision makers with a C-suite, MD, Director or equivalent job titles.

# Ipsos Affluent Asia – study specs



Methodology	100% online
Target Audience	Affluent Asia eligible with Top Management boosters (Age 18-74) Min Sample 1,600 per market
Markets (12)	Australia, China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Japan (available in Mar 2024)
Fieldwork	Daily continuous sampling
Release Date	March 2023 (H1'2023, covering period: Q1'22 to Q4'22)
	September 2023 (H2'2023, covering period : Q3'22 to Q2'23)
Universe	45 Million



# TONS OF DATA AVAILABLE



## DEMOGRAPHICS

Age/Gender  
Education level  
Classification  
Household/Personal Income



## MEDIA CONSUMPTION

TV viewership  
Publication readership  
Social media usage  
Digital usage  
Media engagement



## Consumer / Activities

Product Ownership  
Alcohol Consumption  
Online Purchase  
Personal Interested Subjects  
Frequent Activities



## TRAVEL & Mobility

No. of business/leisure air trips  
Travel destination  
Airlines flown  
Types of holiday interested in



## FINANCE

Financial products owned  
Total value of investments  
Total liquid assets  
No. of credit cards owned



## Employment

Job Titles  
Company Size  
In charge of department or function  
Business activities in P12M



## PSYCHOGRAPHICS

Life attitude  
from Total Agree to Total Disagree in 7 levels

# SNAPSHOT: AFFLUENT CONSUMERS IN IN APAC



AGE: **41** YEARS



UNIVERSITY DEGREE OR  
HIGHER: **77%**



AVERAGE HOUSEHOLD  
INCOME: **US\$ 91K**



**50%** [MALE]  
**50%** [FEMALE]

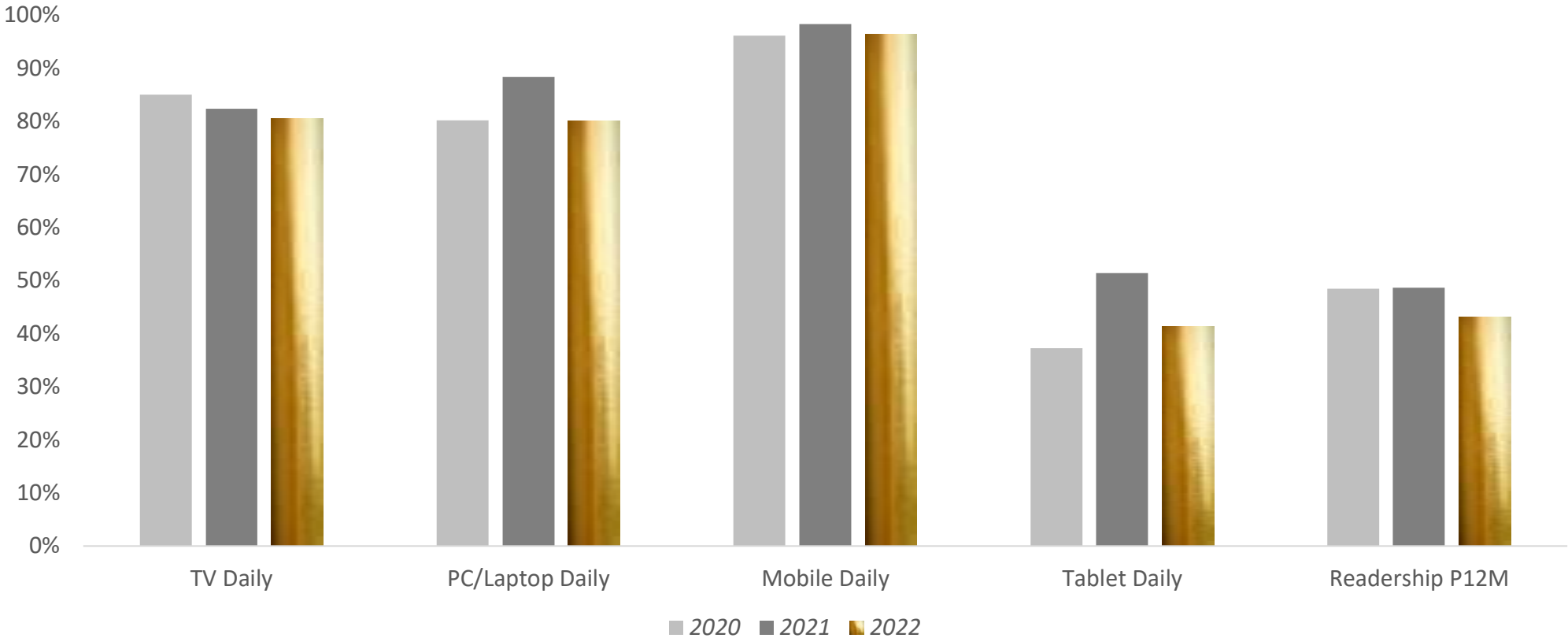


INVOLVED IN ANY  
PURCHASE DECISIONS IN  
COMPANY: **64%**

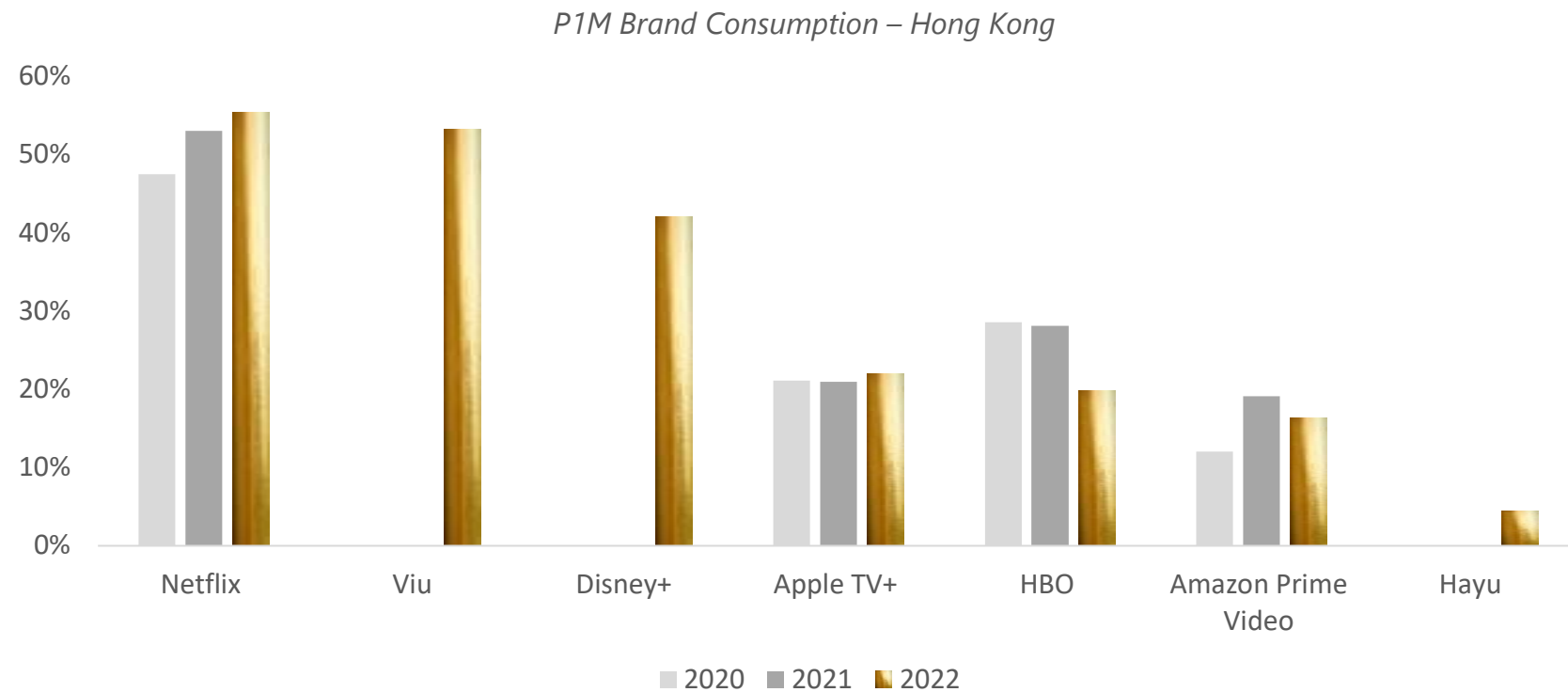


OWNS A WATCH WITH A  
VALUE >\$1,000: **30%**

# THE AFFLUENT ARE HEAVY CONSUMERS OF ALL MEDIA



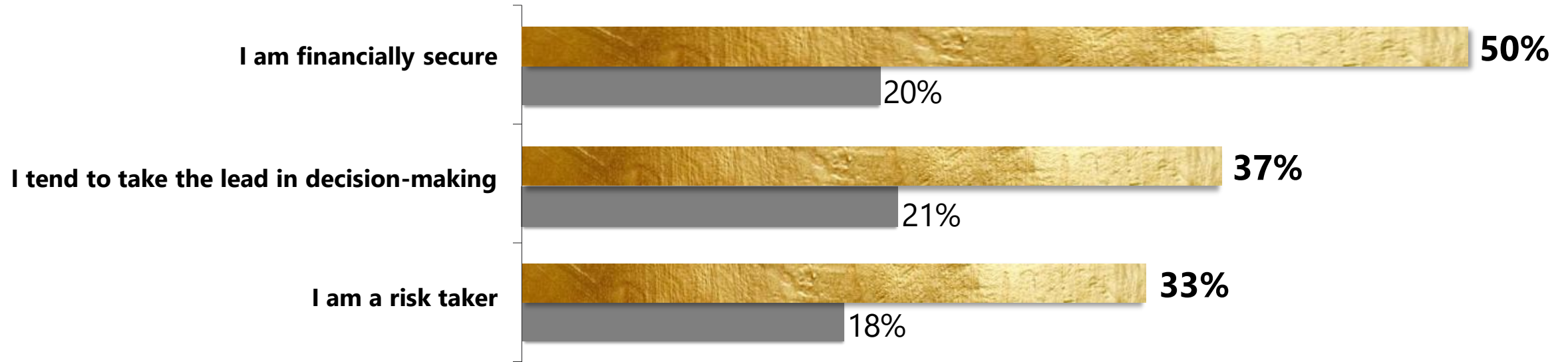
# AND HEAVY STREAMERS TOO!





# THE AFFLUENT HAVE A CONFIDENT ATTITUDE TOWARDS THEIR FINANCES

■ Affluent ■ Non-Affluent (Hong Kong Market)

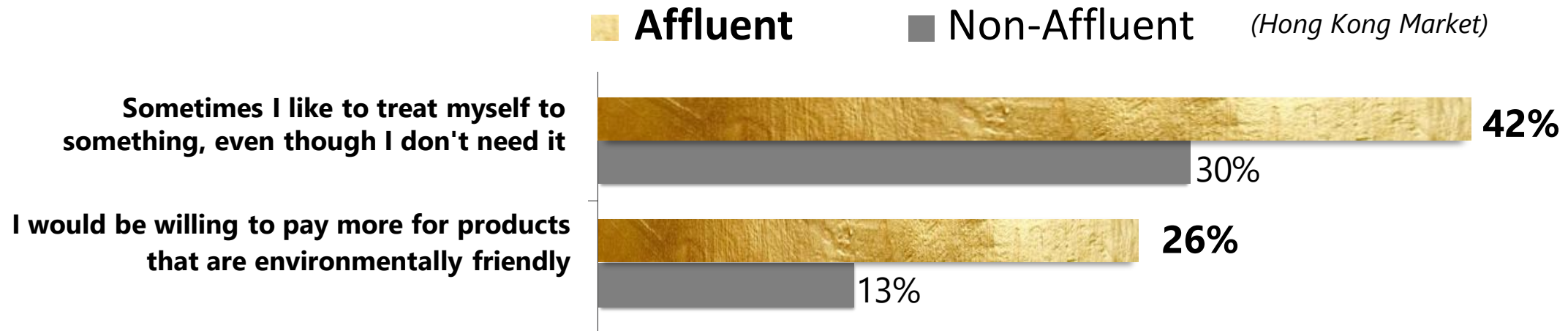


# THE AFFLUENT ARE DIGITALLY SAVVY INVESTORS

## Monthly Digital Activities - 2022 *(Hong Kong Market)*

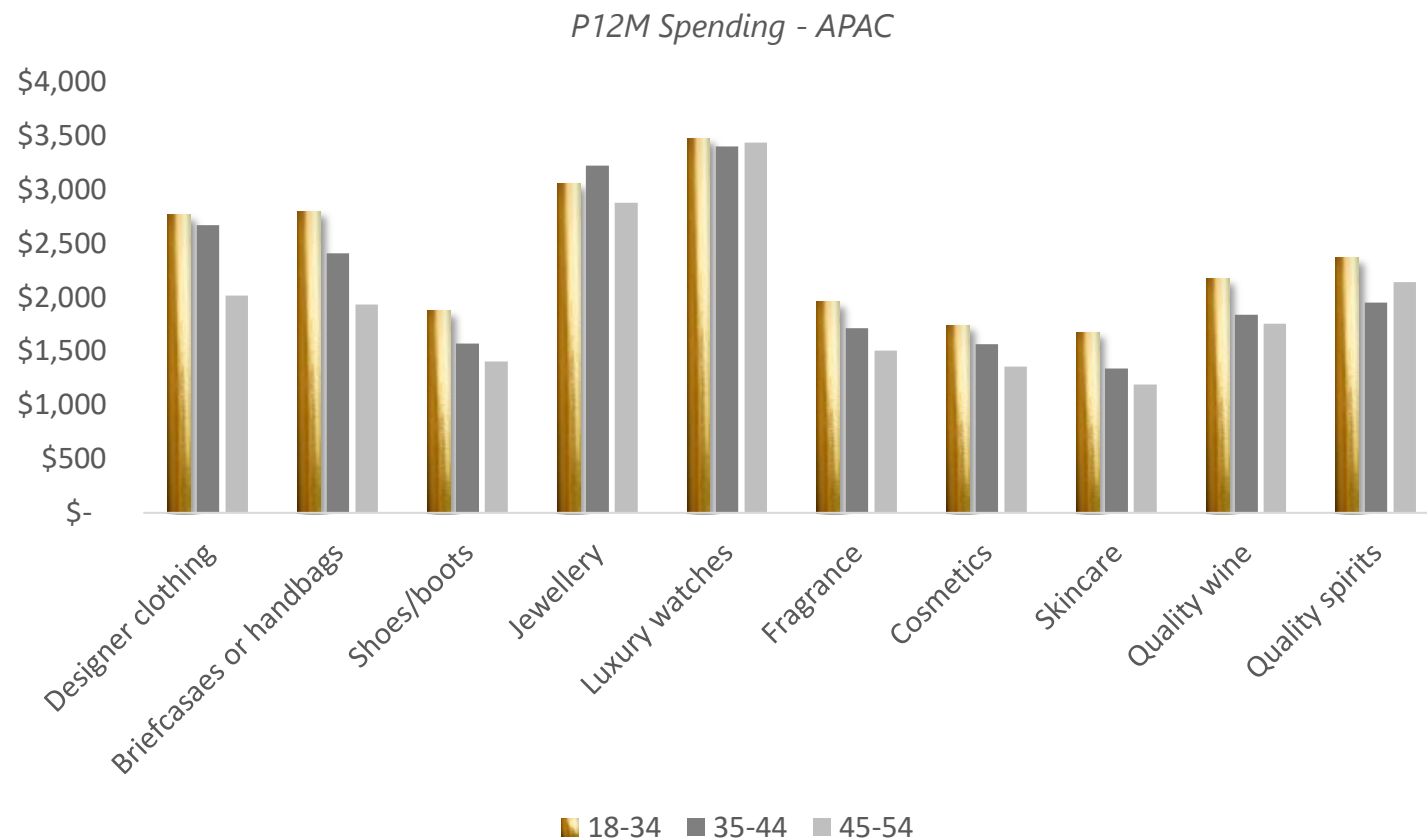


# THE AFFLUENT HAVE A CONFIDENT ATTITUDE TOWARDS SPENDING THEIR MONEY



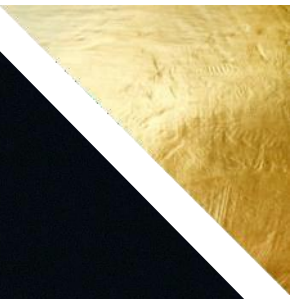
# THE YOUNG AFFLUENT POPULATION DRIVES LUX SPEND

This is a trend we have seen amongst the European Affluent too. It is mostly the younger generations who have a strong desire towards owning luxury products and aim to express themselves through fashion and accessories.





# LUXURY BUYERS ACCORDING TO IPSOS' LUXURY SEGMENTATION





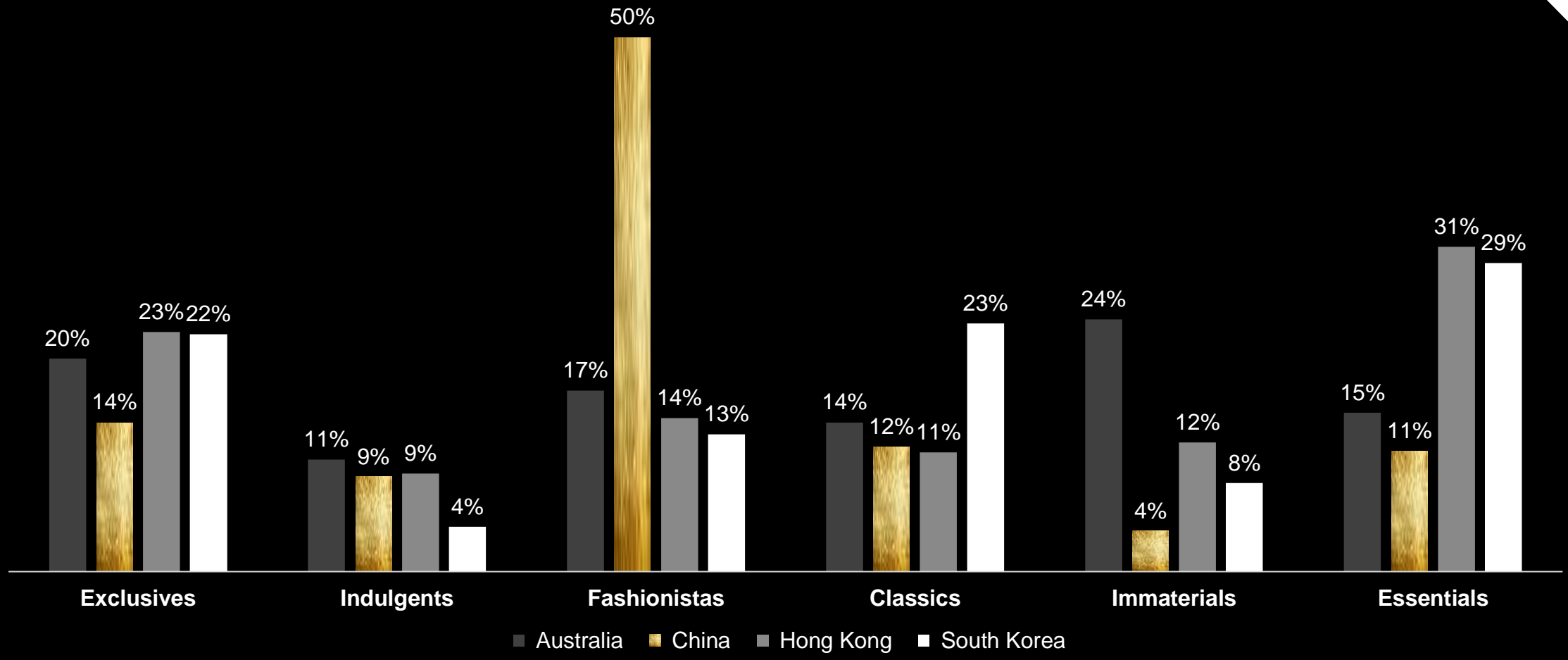
# MEETING THE GLOBAL SEGMENTS

16%	13%	26%	15%	16%	15%
EXCLUSIVES	INDULGENTS	FASHIONISTAS	CLASSICS	IMMATERIALS	ESSENTIALS
They associate luxury with Prestige, Status and Exclusivity. They purchase luxury items for their <b>Rarity and Exclusivity</b>	They purchase luxury as a <b>reward</b> for themselves and as a <b>treat</b> or for special milestones but they perceive luxury as expensive	They purchase luxury to show that they are <b>trendy</b> and to show-off. They see themselves as fashionistas and <b>luxury addicts</b> . They are spontaneous and impulsive buyers and love being the center of attention	They like to purchase <b>timeless</b> items and are interested in <b>stories behind brands</b> . They like to own beautiful objects. They put a lot of thinking into luxury purchases	They are skeptical in nature and associate luxury with superficiality. They are savers and see luxury as <b>expensive</b> . They <b>don't see the point of having a lot of luxury</b> items (only a few meaningful items)	They are skeptical in nature and associate luxury with superficiality. They <b>Think before buying. They don't buy a lot</b> of luxury but don't perceive it as expensive. They do <b>buy luxury on key occasions</b> and to celebrate milestones

# APAC DISTRIBUTION DIFFERS

20% (+4)	8% (-5)	32% (+6)	15% (=)	11% (-5)	15% (=)
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# ...EVEN MORE SO BY MARKET

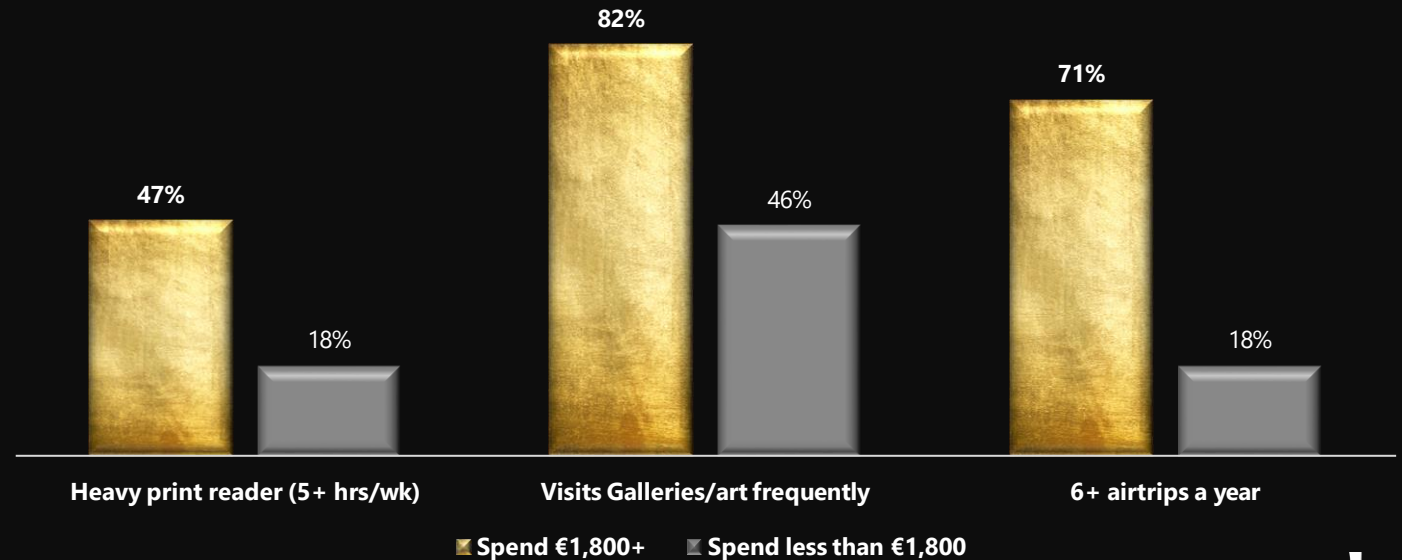
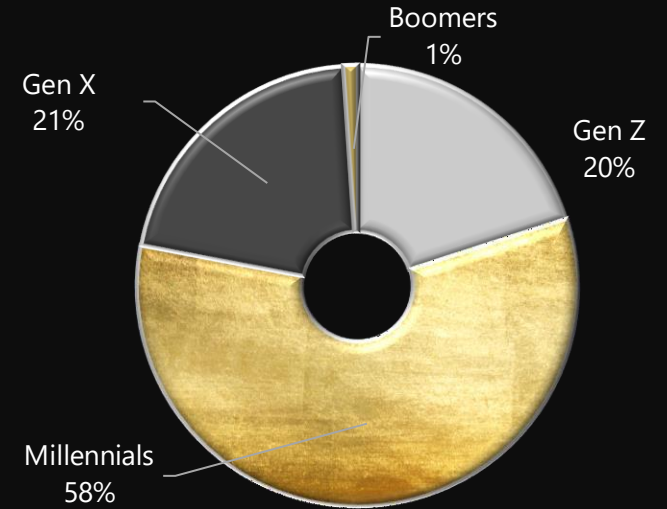




# CUSTOM TARGETS: THE PREMIUM FRAGRANCE BUYER IN AFRICA

"AFRICAN LUXURY BUYERS SPEND **5X MORE** ON FRAGRANCES COMPARED AFFLUENT CONSUMERS"

WHO SPENT +€ 1,800 ON FRAGRANCE?







# AFFLUENT TRAVEL SEGMENTATION

AVAILABLE IN H2 2023 RELEASE



# We Are Currently In Field For Our New Global Travel Segmentation

SEGMENTATION WILL BE BUILD ON:

## NEWLY ADDED DATA

26 TRAVEL RELATED STATEMENTS

14 PERSONALITY STATEMENTS

HOLIDAY EXPENDITURE DATA

## PRE-EXISTING AFFLUENT DATA

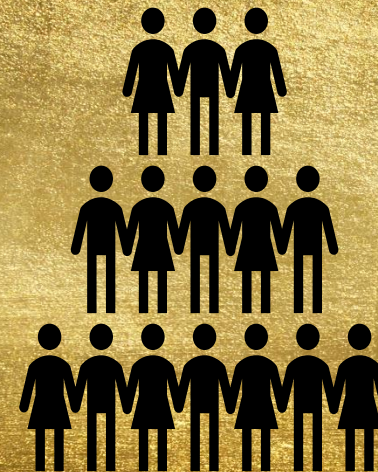
AIRLINE DATA [SPEND, FREQUENCY]

HOTEL DATA [SPEND, FREQUENCY]

TRAVEL INTENTION + LOCATIONS

TYPES OF HOLIDAY / TYPES OF ORGANIZATION

PRE-EXISTING TRAVEL STATEMENTS



## POSSIBLE SEGMENTS

- LUXURY TRAVELLERS
- THRILL SEEKERS
- HOLIDAY MAKERS
- FAMILY TRAVELLERS
- FREQUENT WEEKENDERS

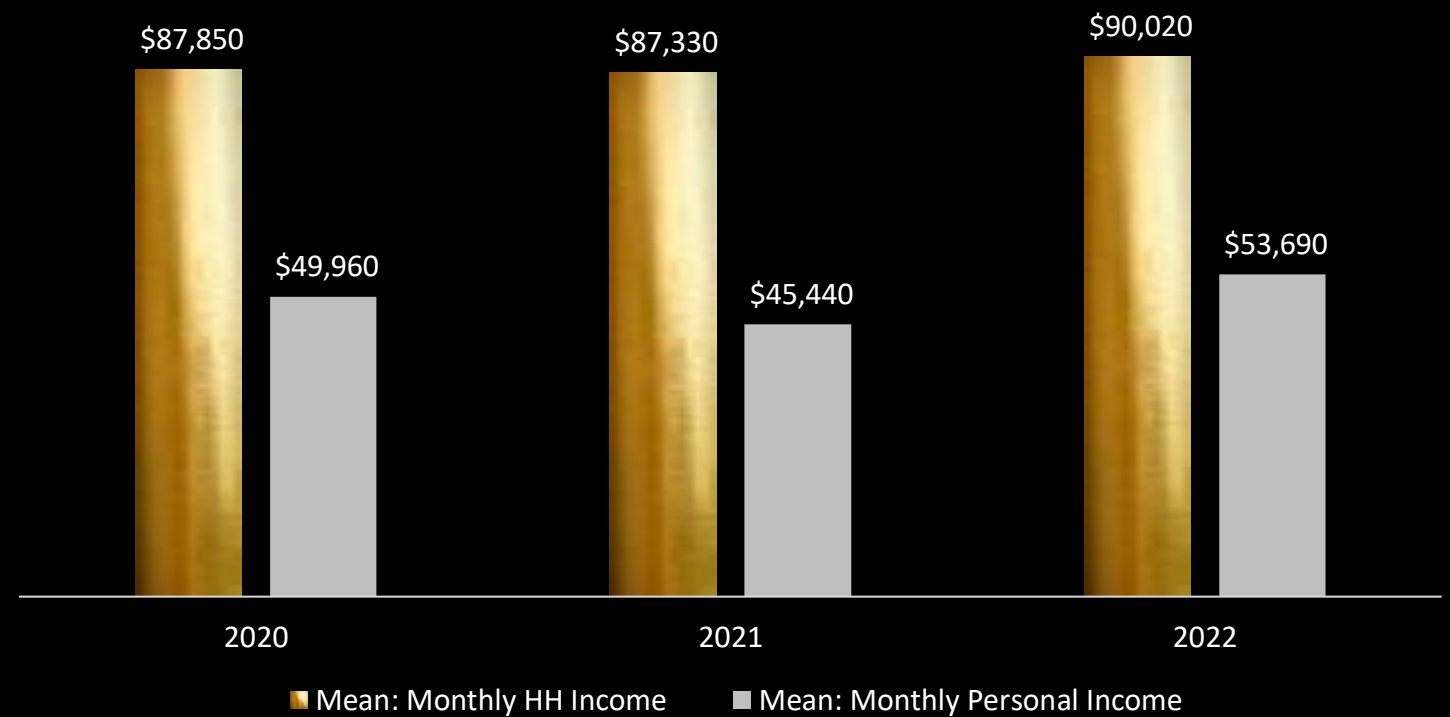


A nighttime photograph of the Hong Kong skyline, featuring the International Finance Centre and other illuminated skyscrapers. The Victoria Harbour is in the foreground, and a Ferris wheel is visible on the left. A thin crescent moon is in the sky. A diagonal white line separates the city scene from a textured gold background in the top right corner.

# AT LOOK AT THE HONG KONG AFFLUENT



# HONG KONG AFFLUENT INCOME HAS REMAINED STABLE OVERALL





## AND TOTAL SIZE OF ASSETS HAVE KEPT RISING THROUGHOUT



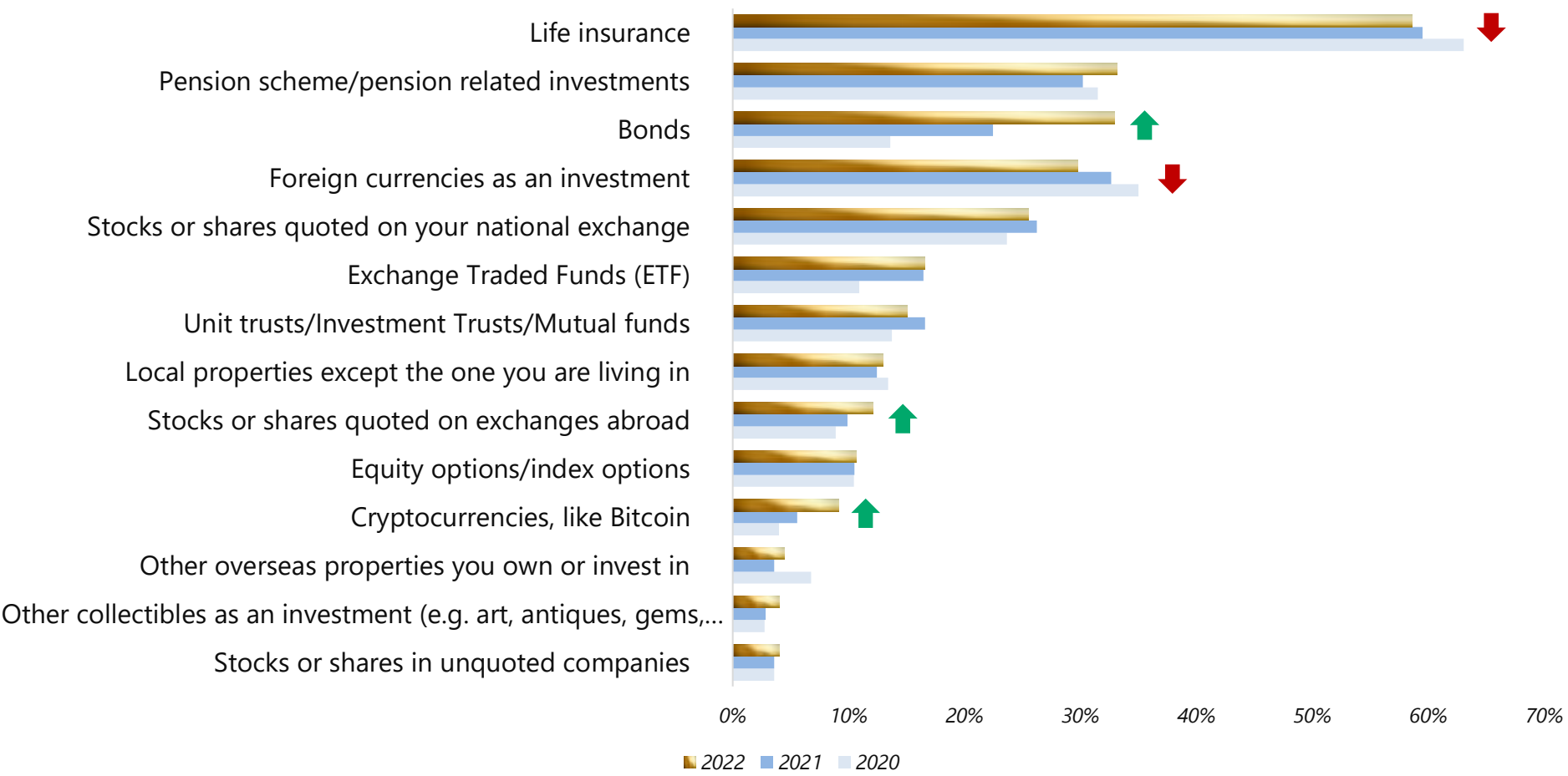


## MEANWHILE LIQUID ASSETS LEVEL HAS REBOUNDED AFTER 2021 DIP



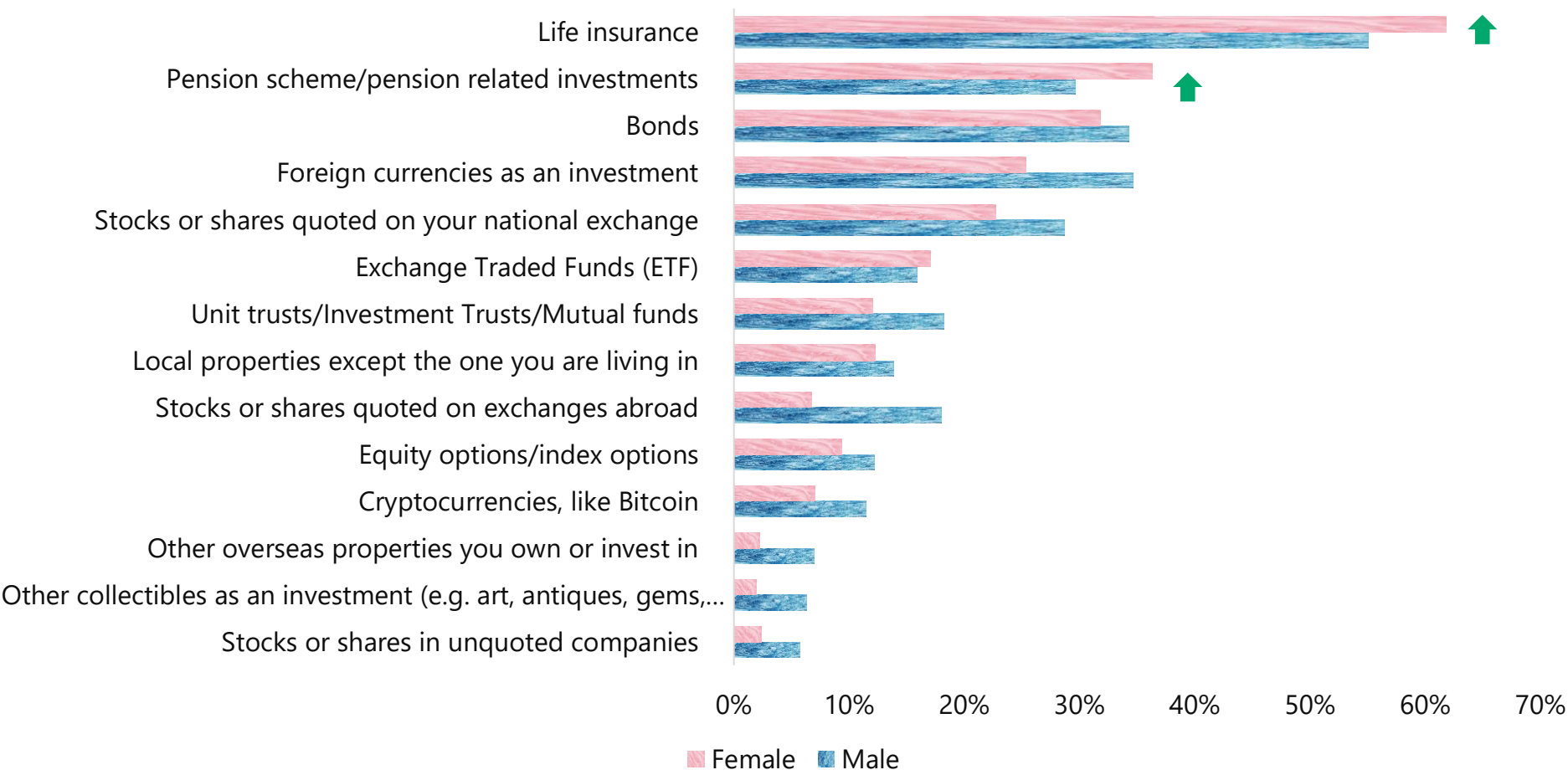


# THE HONG KONG HK AFFLUENT HAVE DIVERSIFIED THEIR INVESTMENTS FURTHER OVER THE PAST 3 YEARS



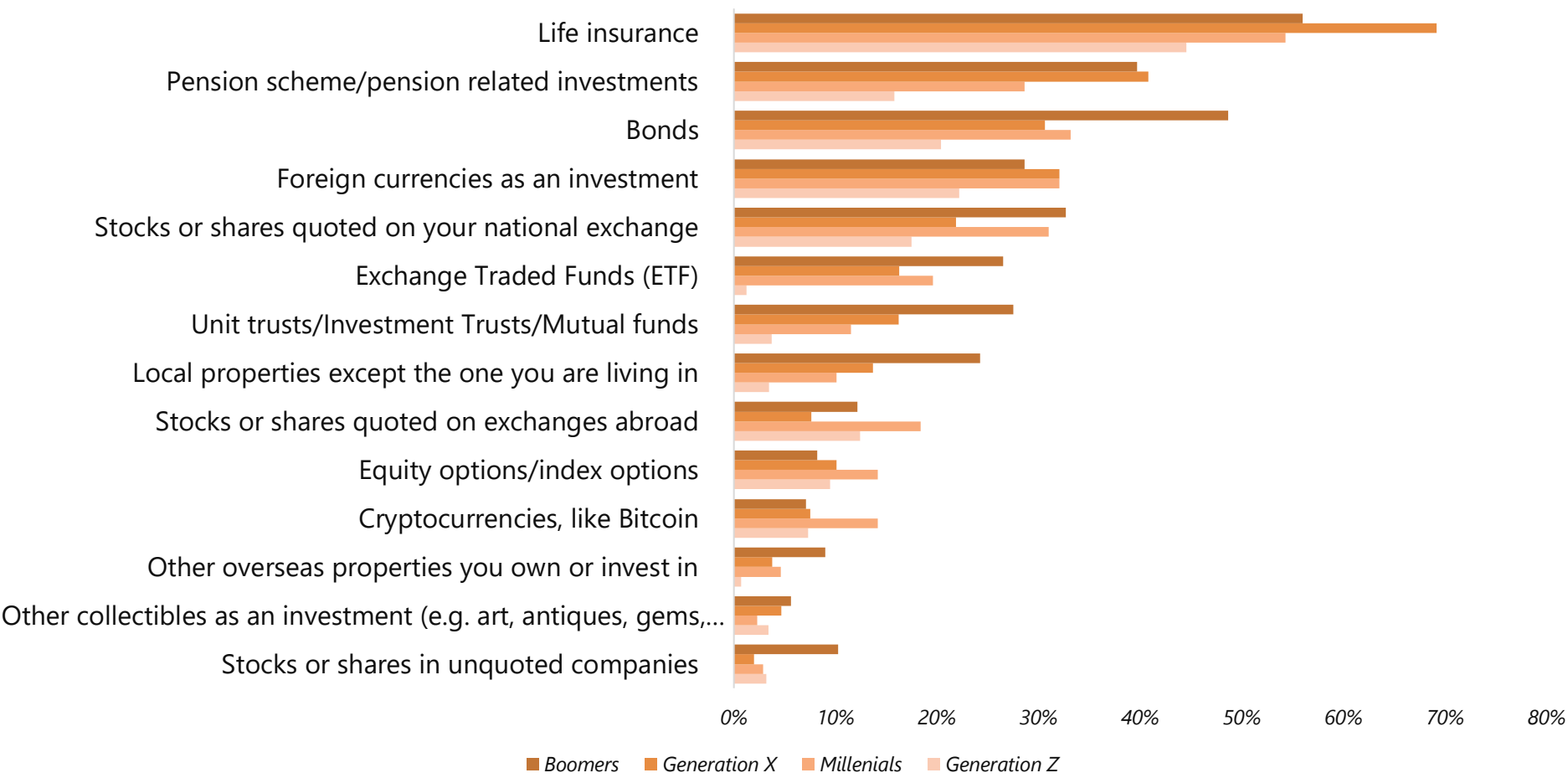
# AFFLUENT WOMEN FOCUS ON CORE INVESTMENT NEEDS

2022 figures

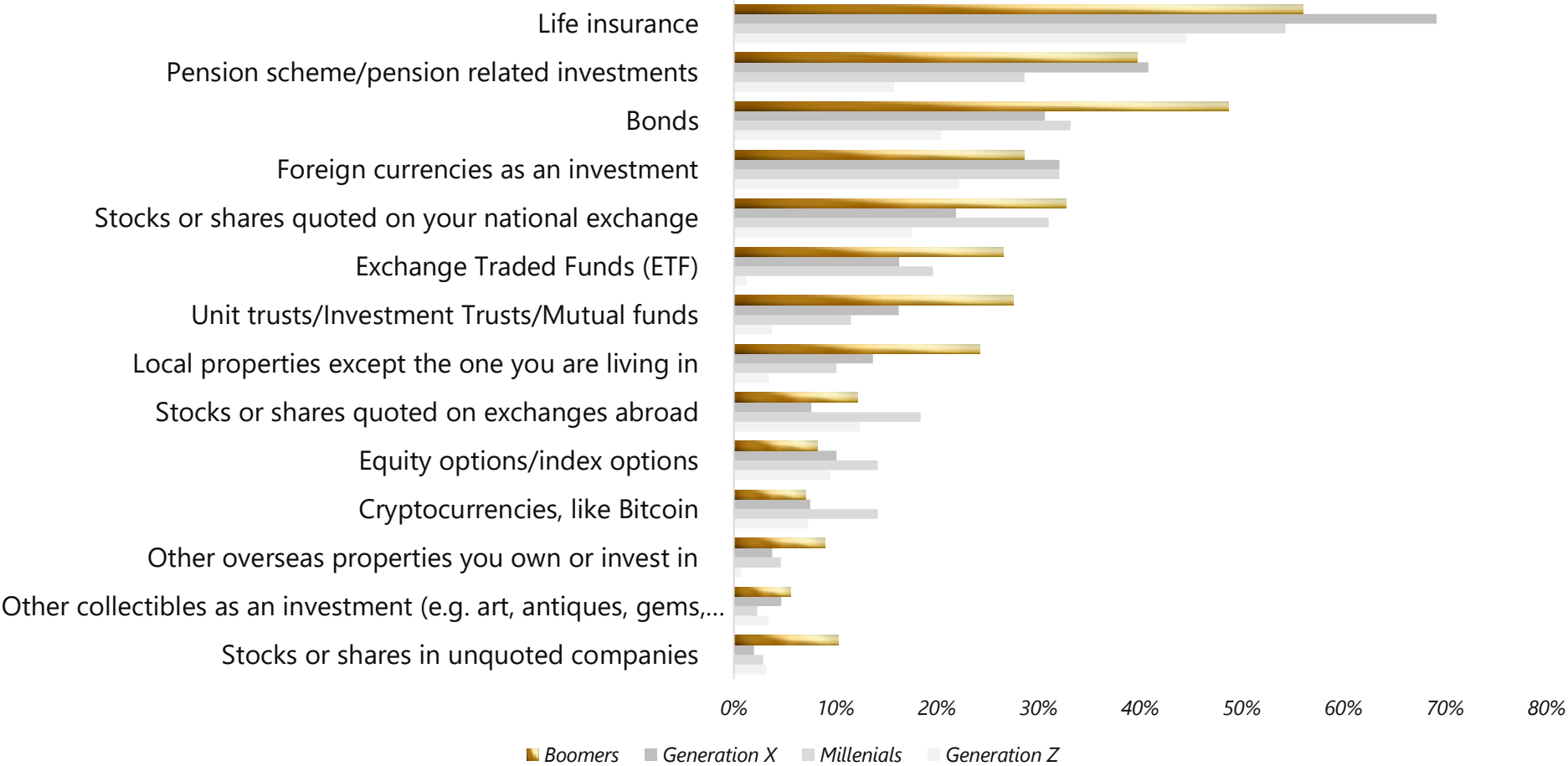




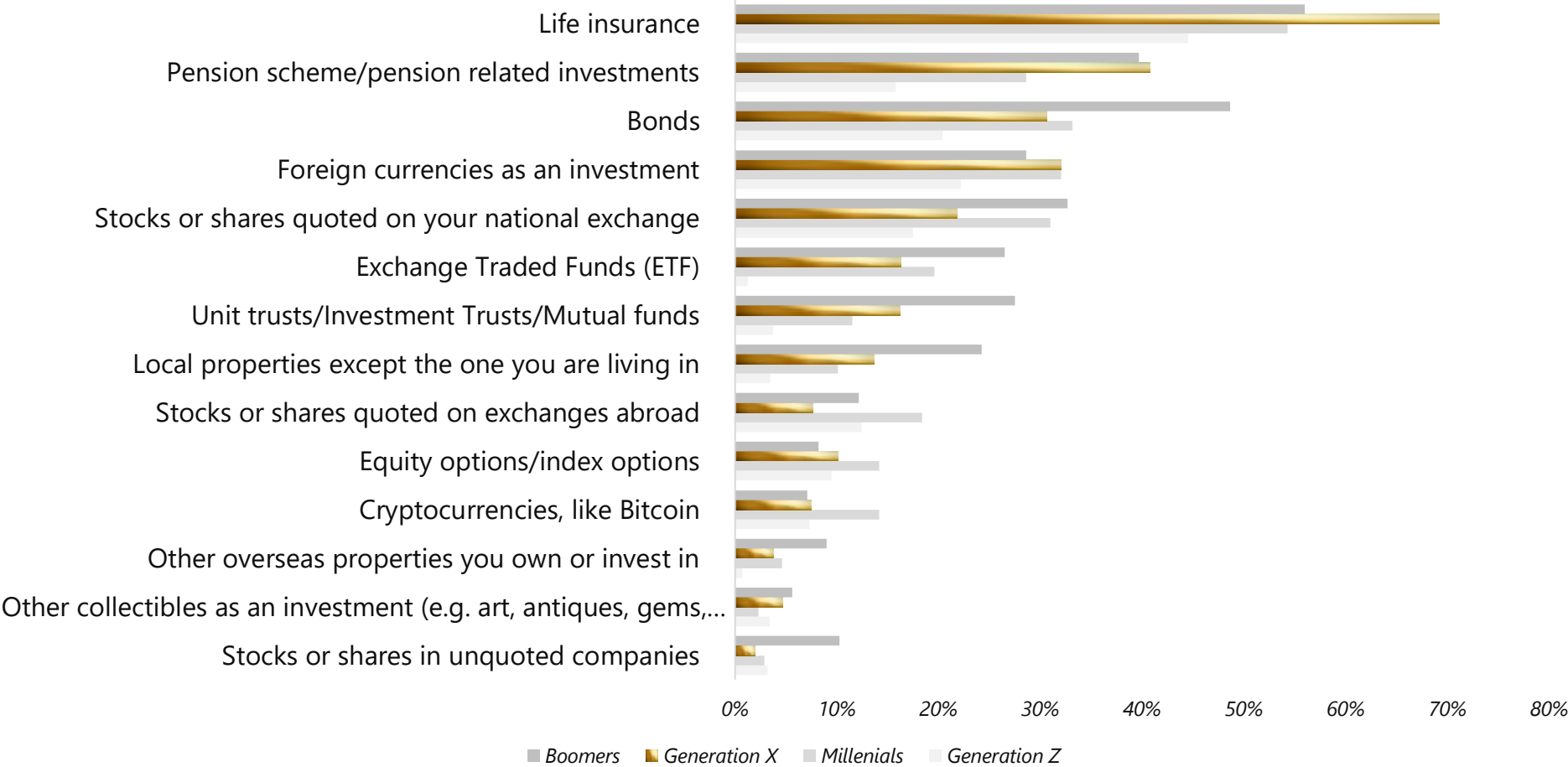
# EACH NEW AFFLUENT GENERATION USES DIFFERENT INVESTMENT STRATEGIES



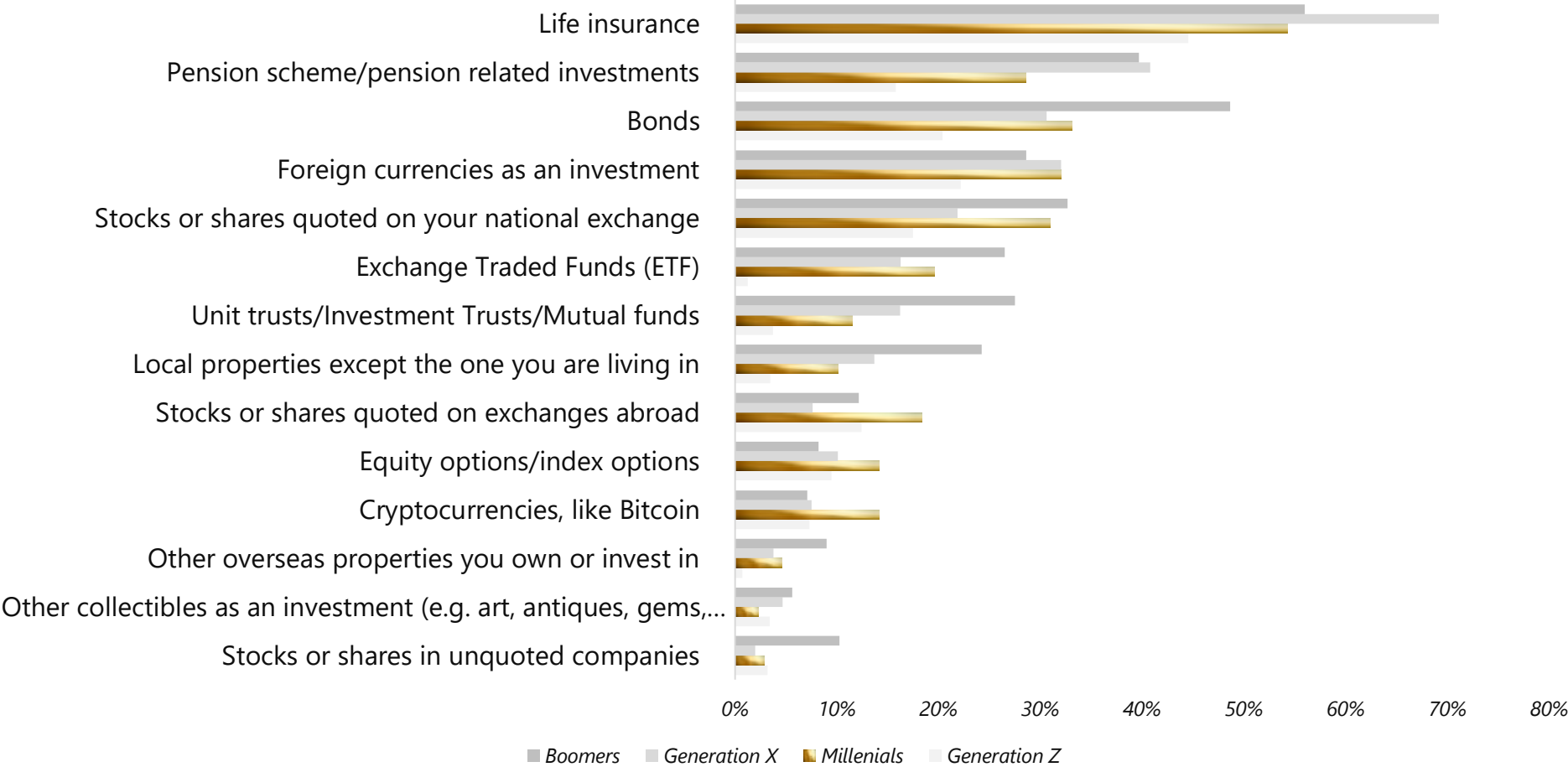
# BOOMERS FAVOUR BONDS AND FUNDS



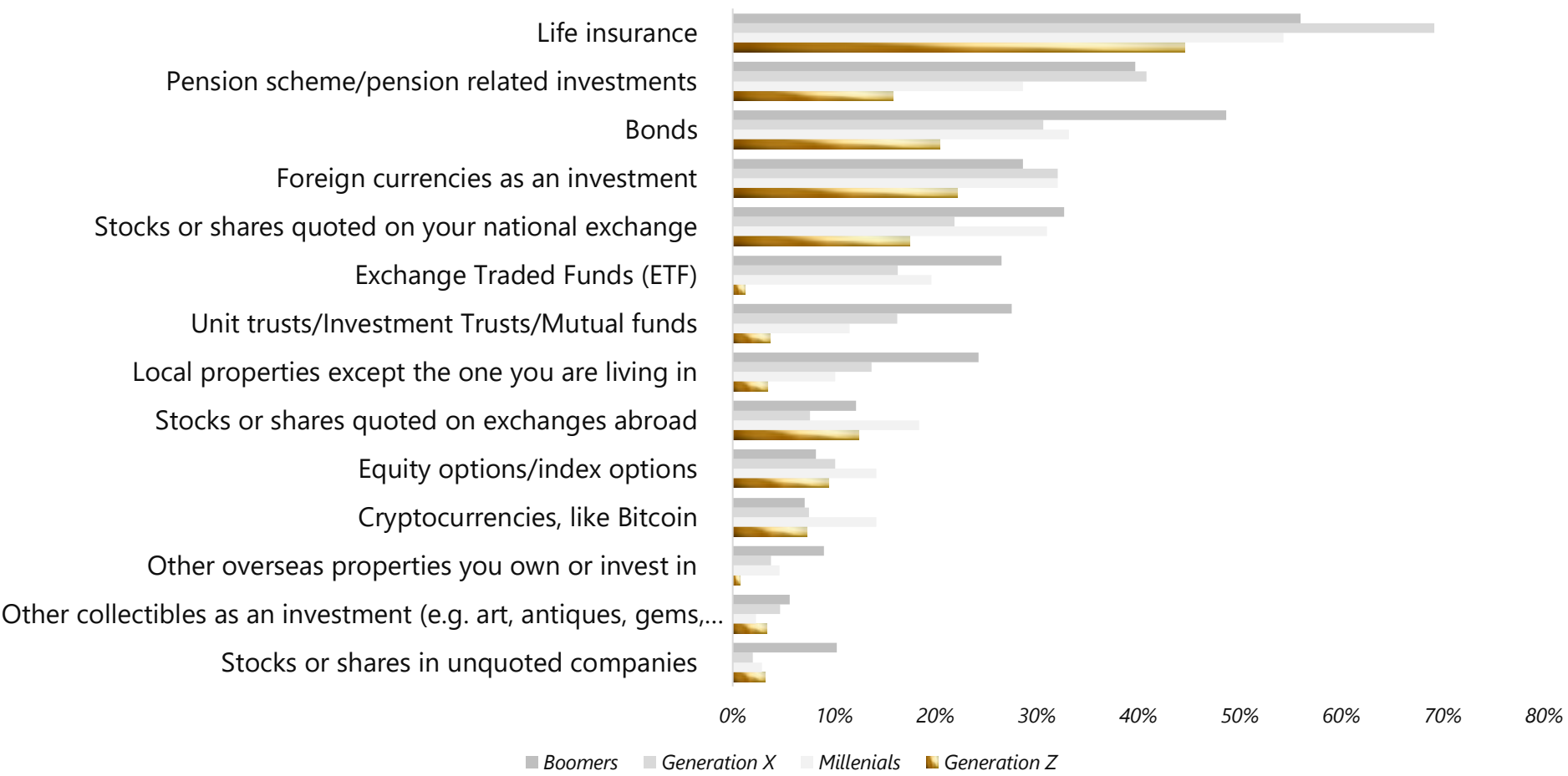
# GEN X LEAD ON LIFE AND PENSIONS INVESTMENTS, WITH MORE CAUTION THAN OTHER AGE GROUPS



# MILLENIALS ENJOY FOREX, OPTIONS & CRYPTO.. AS WELL AS BONDS

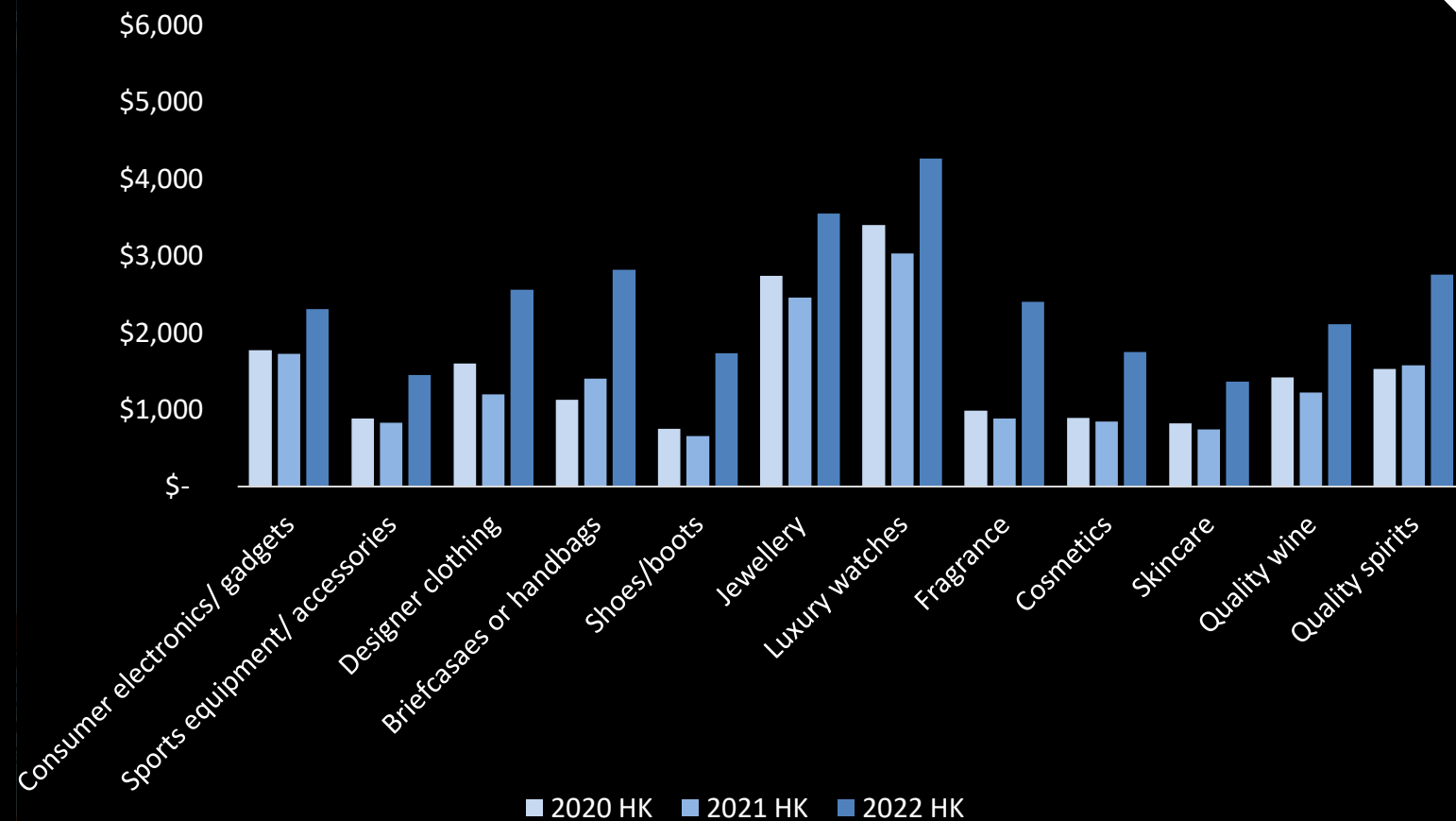


# GEN Z, WHILE BELOW OTHERS, ALREADY OWN DIVERSE INVESTMENT PORTFOLIOS

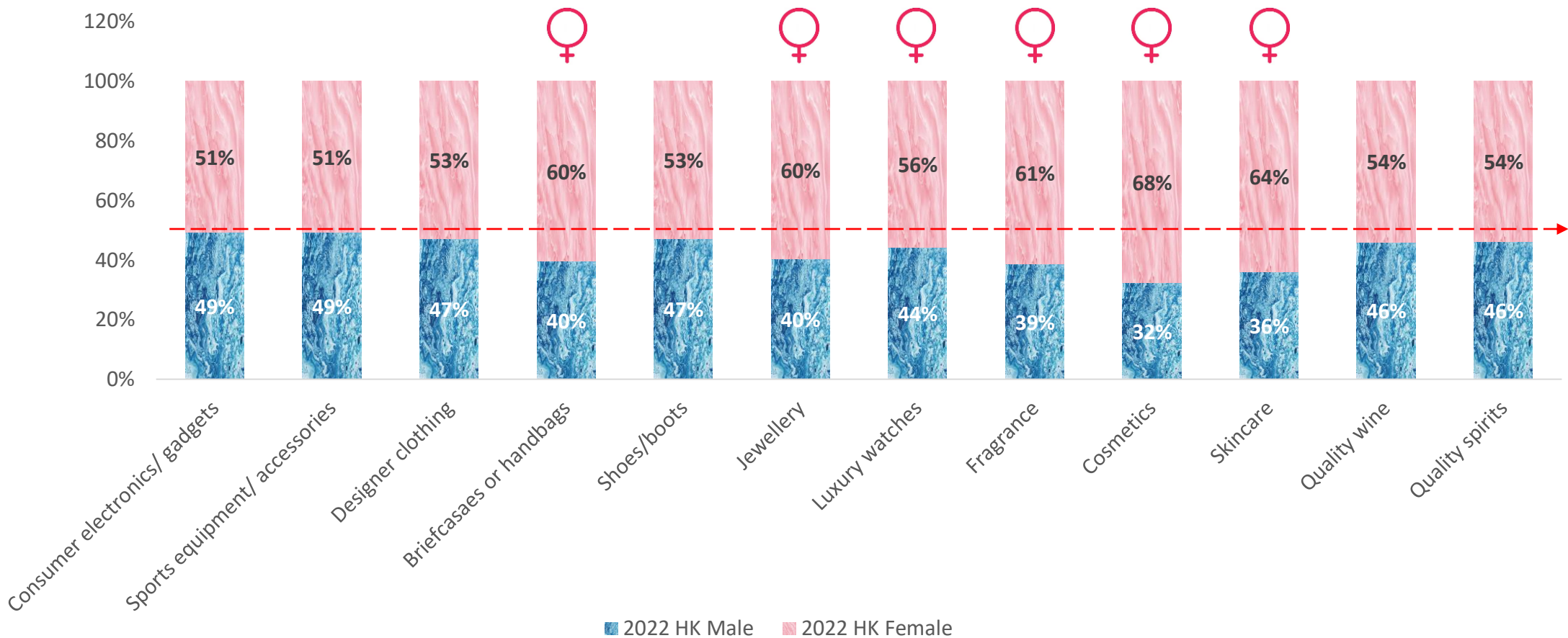




# HK REBOUND SINCE 2020 IS REAL, BUT WILL IT LAST?

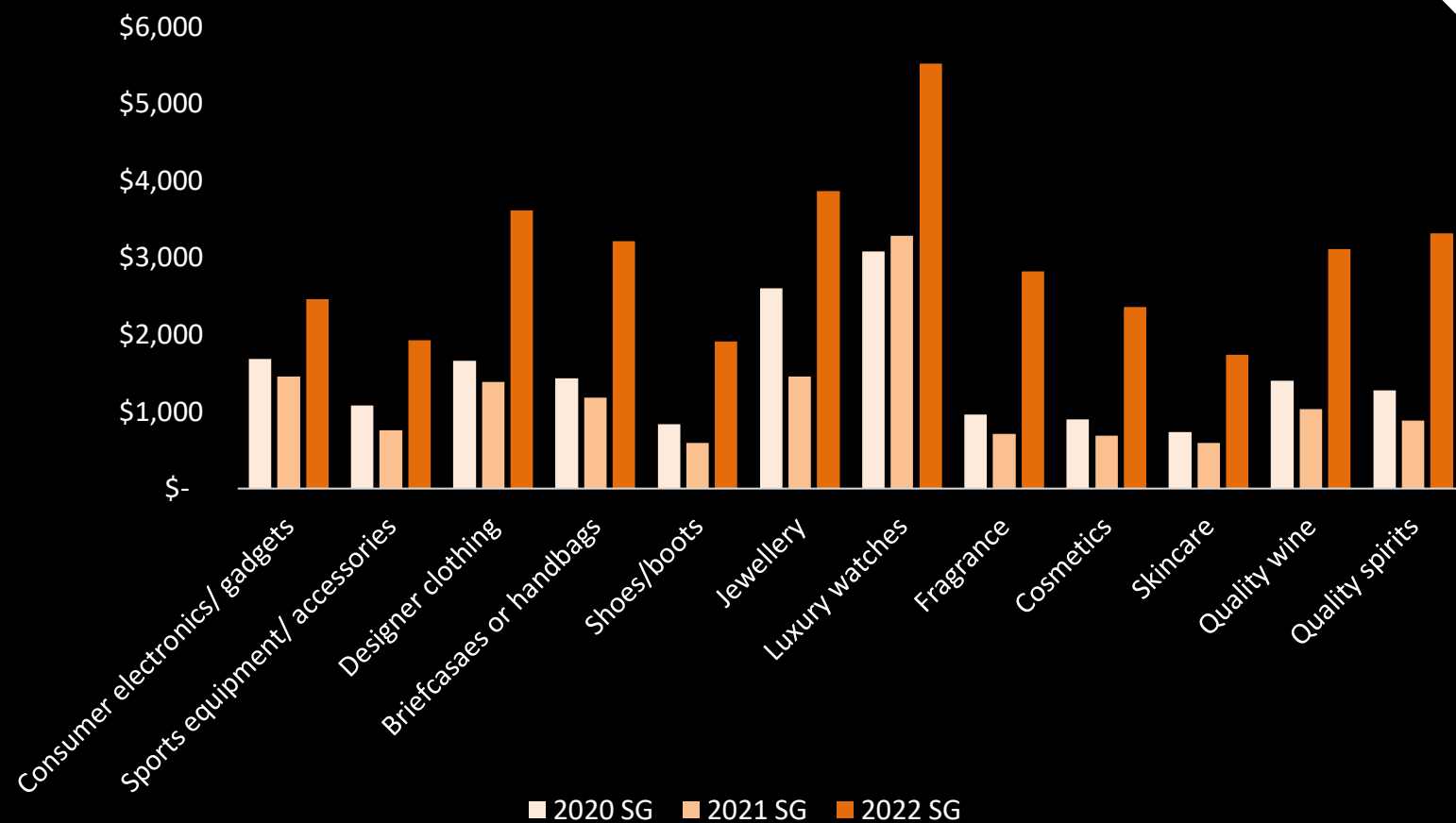


# AFFLUENT WOMEN LEAD ON SPENDING IN MANY CATEGORIES



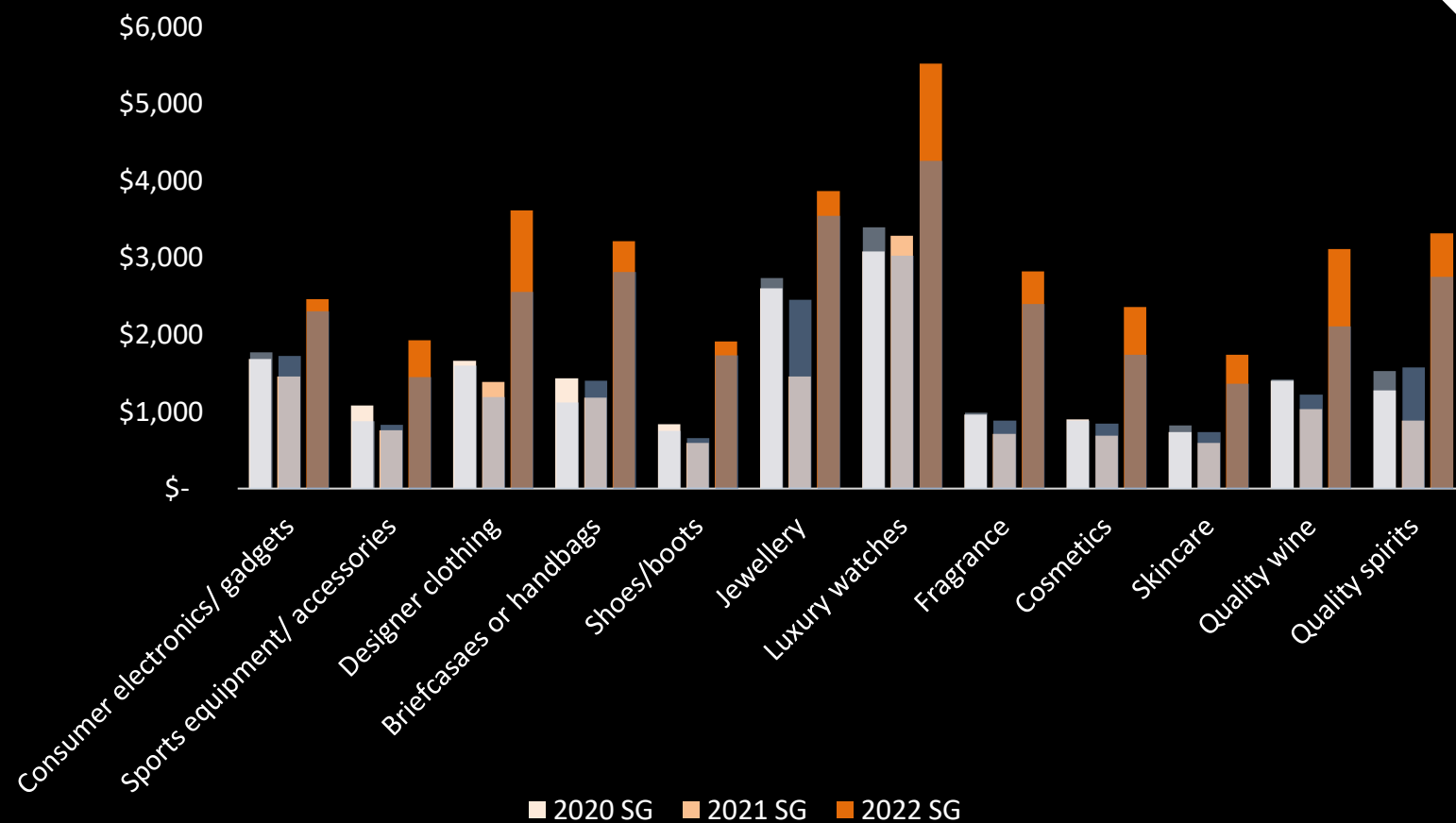


# SINGAPORE IS ROARING AGAIN





## AND OUTSPENDING HK





# THANK YOU!