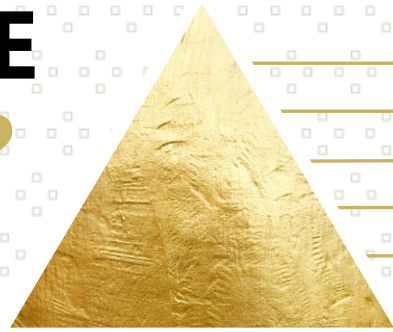




**WELCOME TO THE
AFFLUENT SURVEY'S
LUXURY SEGMENTATION**

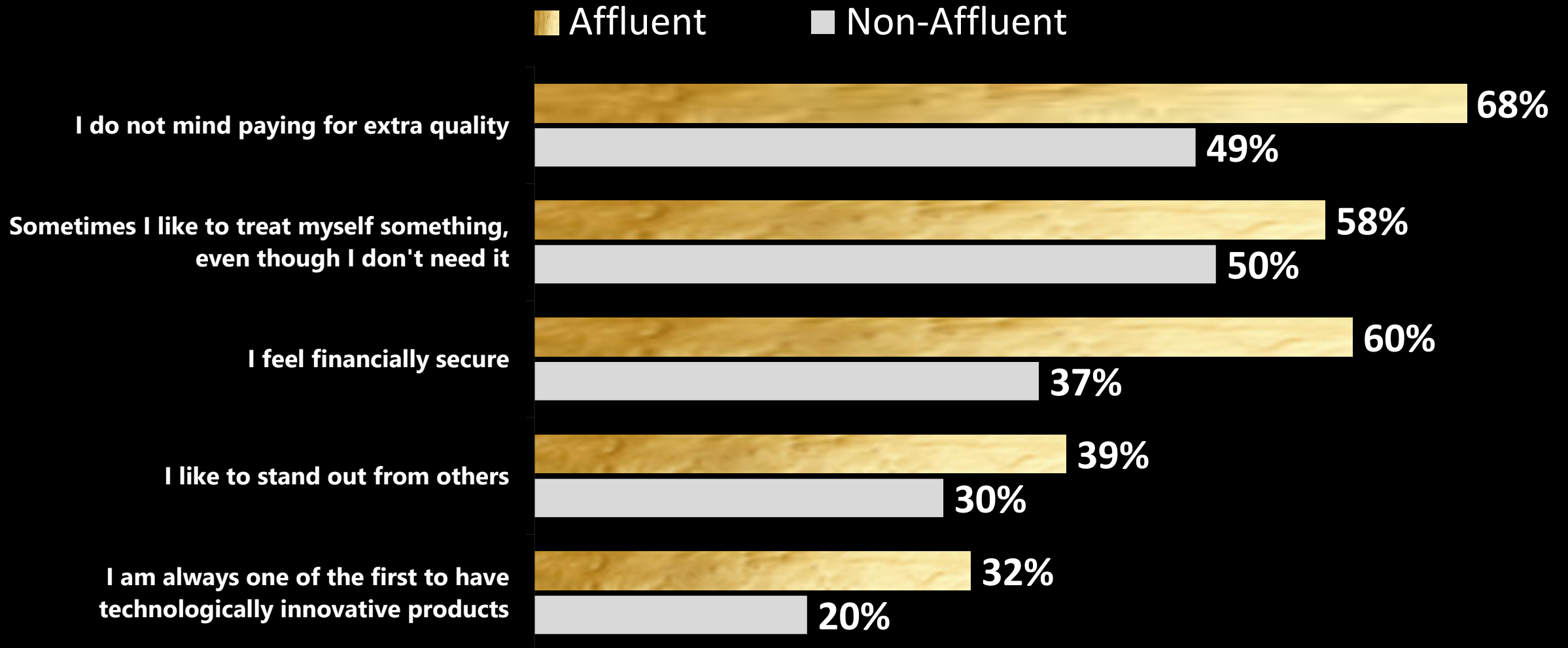
WHO ARE THE AFFLUENTS?



- **Top 20%**
- TRENDSETTERS
- BIG SPENDERS
- OPINION LEADERS
- HIGH-NET-WORTH INDIVIDUALS

→ **General Population (Affluent Next Generation)**

The Affluents have a confident attitude towards spending



THE AFFLUENT GLOBAL SUITE OF DATA

Affluent global
sample size: 78,800
universe: 165 million

IPSOS : USA
Affluent

IPSOS : EUROPE
Affluent

IPSOS : MIDDLE EAST
Affluent

IPSOS : AFRICA
Affluent

IPSOS : ASIA PACIFIC
Affluent

**INDIVIDUAL
MARKETS
AVAILABLE IN
THE LUXURY
SEGMENTATION**

Affluent Affluent Affluent Affluent

- IPSOS : EUROPE
- 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
- Bahrein
 - Egypt
 - Jordan
 - Kuwait
 - Lebanon
 - Qatar
 - Saudi Arabia
 - U.A.E.

- IPSOS : ASIA PACIFIC
- Australia
 - China
 - Hong Kong
 - India
 - Indonesia
 - Malaysia
 - Philippines
 - Singapore
 - South Korea
 - Taiwan
 - Thailand

- IPSOS : USA
- United States

TONS OF DATA AVAILABLE

MEDIA BEHAVIOUR

Media brands

- Awareness
- Recency
- Frequency

Time spent

Platforms used

Day-part viewing

CONSUMER BEHAVIOR

Luxury

Technology

Shopping

Travel

Cars

Finance

Interests and activities

Attitudinal statements

DEMOGRAPHICS AND BUSINESS

Income

Age/Gender/Education

Household composition

Occupation/Job position

Industry

Purchase decision-making

Opinion-forming

LUXURY SEGMENTATION

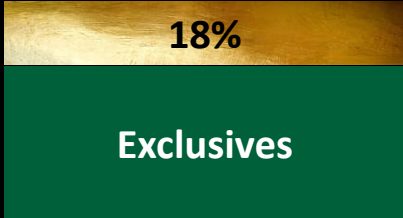
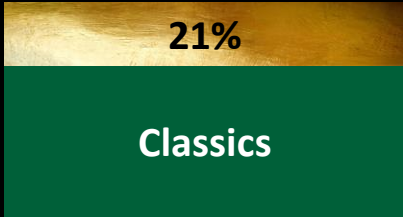
MADE AVAILABLE IN AFFLUENT GLOBAL 2021

MEETING THE DIFFERENT SEGMENTS

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

REPRESENTATION OF SEGMENTS IN EACH AFFLUENT REGION

IPSOS : EUROPE Affluent



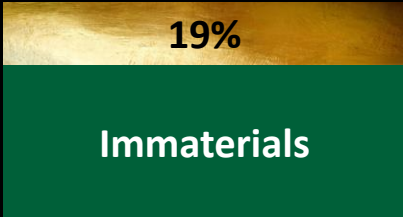
IPSOS : MIDDLE EAST Affluent



IPSOS : ASIA PACIFIC Affluent



IPSOS : USA Affluent



Who are the **EXCLUSIVES**?



26.1m Affluent Exclusives [16%]



Mean personal income
€75.000



Gaining knowledge and becoming
Better informed is a priority to me
76%



I prefer to travel to locations
that are off the beaten track
50%



24% visits the theatre frequently



56% is interested in arts & culture

Who are the **INDULGENTS**?



20.7m Affluent Indulgents [13%]



Mean personal income
€86.000



Sometimes I like to treat myself to something, even though I don't need it **79%**



I like to stand out from others
50%



22% likes to follow Baseball



83% I enjoy going to new travel destinations

Who are the **FASHIONISTAS?**



43.3m Affluent Fashionistas [26%]



70% Below 44 years old
[average 39]



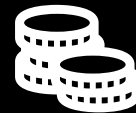
C-Suite **27%**



75% is a heavy mobile phone user
[+11h/week]



27% spends over €2.700 a year
On designer clothes.



80% would be willing to pay more
for goods that are more
environmental-friendly

Who are the **CLASSICS**?



24.8m Affluent Classics [15%]



Gaining knowledge and becoming
Better informed is a priority to me
80%



50% likes to visit gastronomic
Restaurants frequently



61% older than 45 years
[average 48]



40% is a heavy TV viewer
[+21hours/week]



9% spends over €2.700
a year on Jewelry

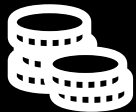
Who are the **IMMATERIALS**?



26m Affluent Immaterials [16%]



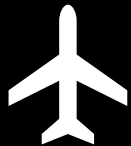
63% older than 45 years old [average 50]



75% I am actively involved with the management of my own personal finances.



76% I enjoy going to new travel destinations



€5.280 average spend on Personal travel in one year.



45% Own personal investment trusts / mutual funds or stocks

Who are the **ESSENTIALS**?



24.4m Affluent Classics [15%]



Mean personal income
€86.161



C-Suite **10%**



36% visits museums and
art galleries frequently



30% Regularly gets asked by
others for advice on financial and
investment issues



50% is a heavy TV viewer
[+21hours/week]



CASE STUDY LUXURY PURCHASERS

A DEEP DIVE INTO THE GLOBAL LUXURY WATCH INDUSTRY



Definition of **LUXURY PURCHASER**

Someone who in the last 12 months has either purchased:

Briefcases or handbags worth at least € 900.00

Shoes/boots worth at least € 900.00

Jewellery worth at least € 1,800.00

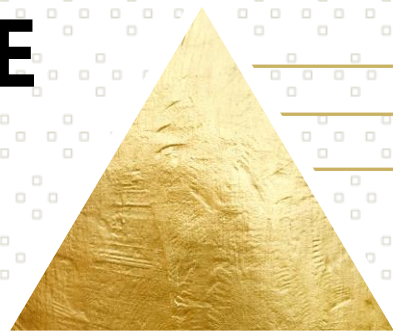
Luxury watches worth at least € 1,800.00

Designer Clothing worth at least € 2,700.00

Which equates to about **24.1%** of the Affluent universe



WHO ARE THE LUXURY BUYERS?



LUXURY BUYERS [24%]

MET 1/5 LUXURY TRESHHOLDS

27% PERSONAL INCOME €150,000+

AFFLUENT POPULATION



**HOW TO ADAPT YOUR
COMMUNICATION TO
THE ROLEX CONSUMER
AROUND THE WORLD?**

DISTRIBUTION OF ROLEX OWNERS AMONG LUXURY PURCHASERS PER INDIVIDUAL SEGMENT



HOW TO SPEAK THE ROLEX LANGUAGE?



IPSOS
Affluent
IPSOS : MIDDLE EAST
Affluent
IPSOS : ASIA PACIFIC
Affluent

Exclusives **Fashionistas** **Classics**

22.3% **28.7%** **23.1%**

45.9% 36.3% 31.8%

17.2% 16.5% 13,4%

People often ask my advice on fashion and what they should wear

39% **79%** 39%

Gaining knowledge and becoming better informed is a priority to me

74% **87%** **84%**

I am willing to pay more for products that are environmentally friendly

47% **83%** 58%

Heavy TV viewer (+20h a week)

39% 30% **41%**

Read in the last 30 days

18% **28%** **13%**

TIME

NATIONAL GEOGRAPHIC™

THE WALL STREET JOURNAL.

Source: Ipsos Affluent Survey Global 2021 – Luxury segmentation “%Any agree”

You can apply the segmentation to any luxury brand available in the Affluent study!



THANK YOU

More info?

Lars Dijkstra
Sr. Research Executive
Lars.Dijkstra@ipsos.com