

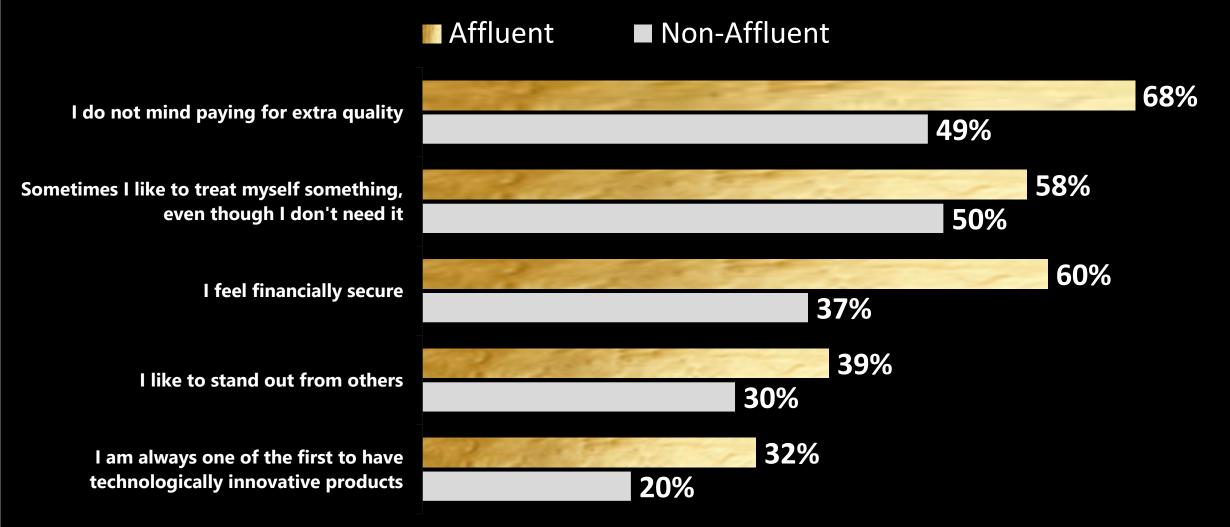


Top 20%
TRENDSETTERS
BIG SPENDERS
OPINION LEADERS

HIGH-NET-WORTH INDIVIDUALS

General Population (Affluent Next Generation)

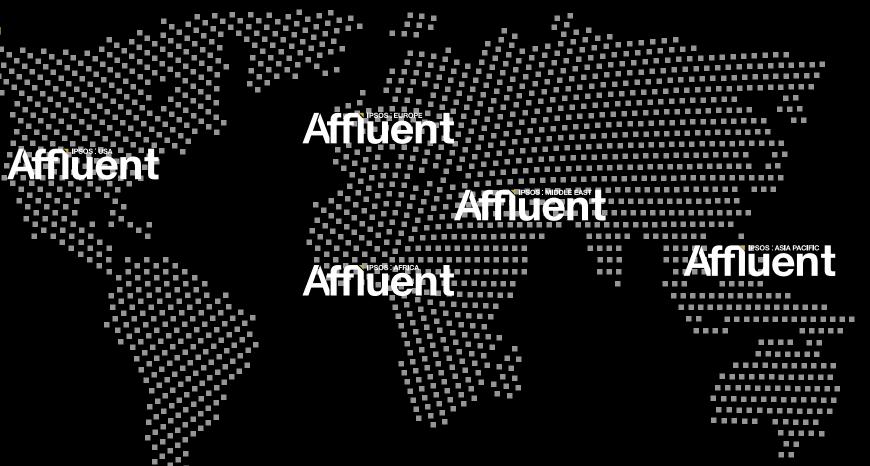
The Affluents have a confident attitude towards spending



THE AFFLUENT GLOBAL SUITE OF Affluent DATA

Affluent global

sample size: 78,800 universe: 165 million



The Global Affluent Suite

Our individual MARKETS

Afflüent Afflüent Afflüent Afflüent Afflüent Afflüent Afflüent

Austria Belgium

Czech Rep.

Denmark Finland

France

Germany

Hungary

Ireland

Italy

Luxembourg

Netherlands

Norway

Poland

Portugal

Russia

Spain

Sweden

Switzerland

Turkey

UK

Cameroon **Bahrein** Cote d'ivoire Egypt Ghana Jordan Kenya Kuwait Lebanon Morocco Nigeria Qatar **South Africa** Saudi Arabia Uganda U.A.E. Senegal Congo

Australia
China
Hong Kong
India
Indonesia
Malaysia
Philippines
Singapore
South Korea
Taiwan

Thailand

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

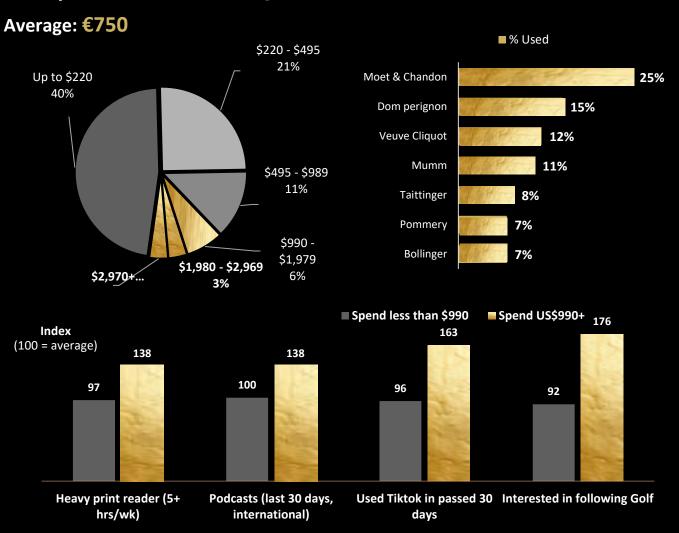
Industry

Purchase decision-making

Opinion-forming

Audience segmentation: Champagne & spirit consumption

Total spend in last 12 months (gross): €33.1m



Source: Ipsos Affluent Europe 2021





















Morgan Stanley





Dom Pérignon























LONDON ENGLAND









BVLGARI







BOTTEGA VENETA



GIVENCHY













Hilton





PARIS















BALENCIAGA









AFFLUENT CLIENTS









The New York Times

The Washington Post

Bloomberg

THE WALL STREET JOURNAL.

BUSINESS INSIDER

FINANCIAL TIMES









































MEETING THE DIFFERENT 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 Rarity and Exclusivity	They purchase luxury as a reward for themselves and as a treat or for special milestones but they perceive luxury as expensive	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	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	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)	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



REPRESENTATION OF SEGMENTS IN EACH AFFLUENT REGION

Affluent Affluent Affluent Affluent Affluent

Classics

60%

Fashionistas

%

Fashionistas

19%

Immaterials

18%

Exclusives

20%

Exclusives

16%

Indulgents

Who are the EXCLUSIVES?

DO YOU WANT MORE DETAIL ON THE PROFILE AND CHARECTERISTICS OF EXCLUSIVE LUXURY BUYERS? REACH OUT TO: LARS.DIJKSTRA@IPSOS.COM



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?

DO YOU WANT MORE DETAIL ON THE PROFILE AND CHARECTERISTICS OF FASHIONISTA LUXURY BUYERS? REACH OUT TO: LARS.DIJKSTRA@IPSOS.COM



Who are the CLASSICS?

DO YOU WANT MORE DETAIL ON THE PROFILE AND CHARECTERISTICS OF CLASSIC LUXURY BUYERS? REACH OUT TO: LARS.DIJKSTRA@IPSOS.COM



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?

DO YOU WANT MORE DETAIL ON THE PROFILE AND CHARECTERISTICS OF ESSENTIAL LUXURY BUYERS? REACH OUT TO: LARS.DIJKSTRA@IPSOS.COM







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 XXX of the Affluent universe



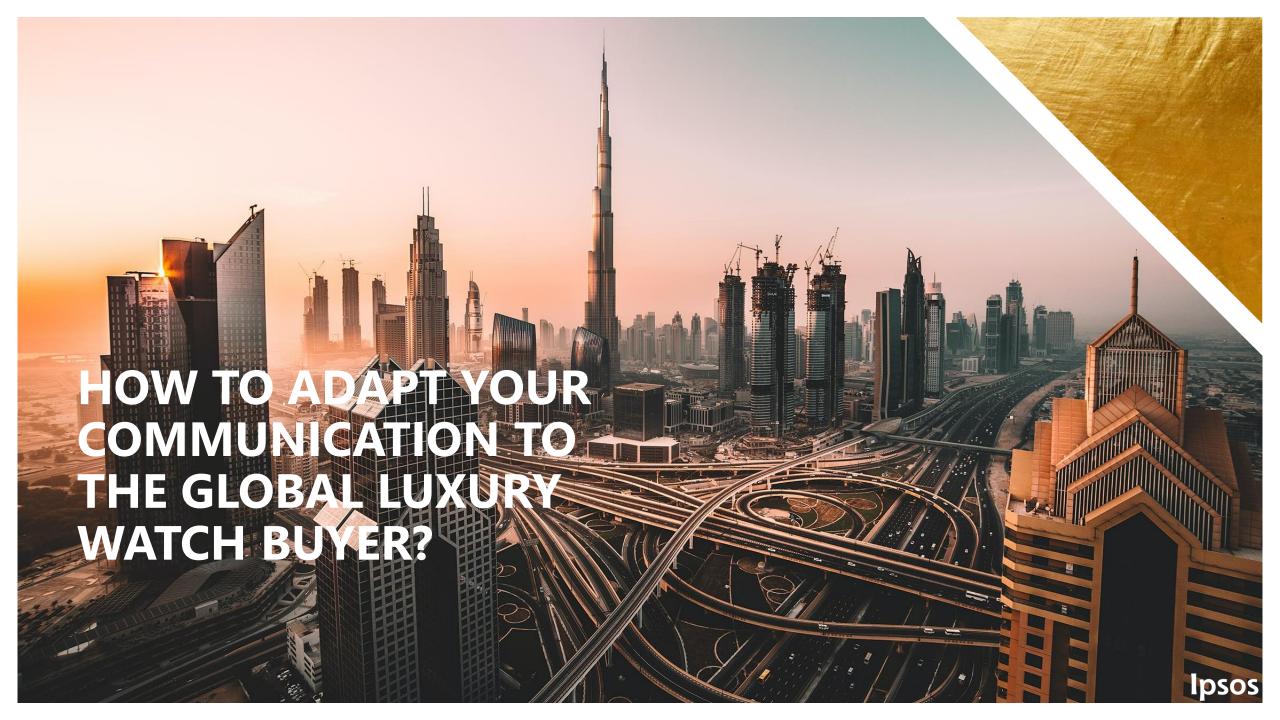


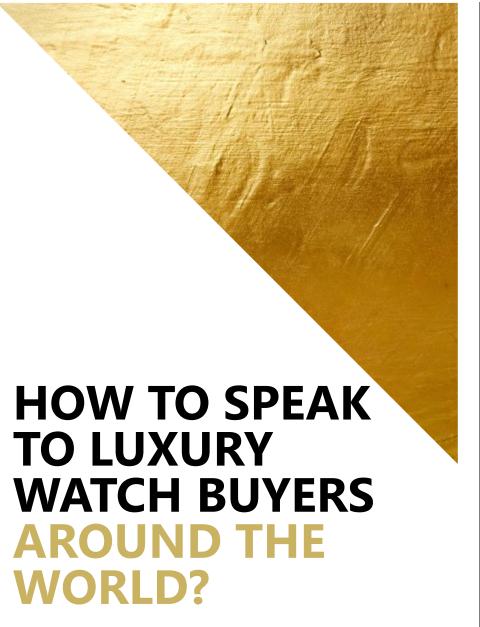
LUXURY BUYERS [24%]

MET 1/5 LUXURY SPENDING TRESHHOLDS

27% PERSONAL INCOME €150,000+

AFFLUENT POPULATION





	Exclusives	Fashionistas	Classics
Afflüent	22%	29%	23%
Affluent	xx%	xx%	32%
Affluent	xx%	xx%	14%
	% of L	uxury watch owners among l	uxury buyers per segment
People often ask my advice on fashion and what they should wear	39%	хх%	39%
Gaining knowledge and becoming better informed is a priority to me	xx%	xx%	xx%
I am willing to pay more for products that are environmentally friendly	xx%	xx%	58%
Heavy TV viewer (+20h a week)	39%	xx%	xx%
Read in the last 30 days	18%	28%	13%
	TIME	NATIONAL GEOGRAPHIC	THE WALL STREET JOURNAL.

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















































VLGARI

































Hilton

























