Personal Luxury Report USA: The Seven-Year Guide to Trends in the Affluent Consumer Market for Personal Luxury Goods

Description:
Tapping seven years of historic market research data, this industry has studied exactly what's on the mind of today's luxury consumers for personal luxury goods. Details about trends in affluent consumer purchases of clothing, fashion accessories, jewelry, watches, beauty, wine and spirits, personal electronics and automobiles are revealed.

Personal Luxury Report USA digs deeply into the spending habits and preferences of high-net-worth (HNW) and high-earners-not-rich-yet (HENRY) individuals. Case studies of brands that are marketing successfully to today's affluent consumers brings the data to life and makes it actionable for marketers looking to succeed in today's value-driven luxury consumer market.

In this can't miss report, luxury brands, marketers and retailers will learn:
- Who has disposable income for personal luxury goods purchases and where are they spending it today and where will they spend it tomorrow?
- How does today's affluent customer define luxury?
- Where do luxury consumers shop for fashion, jewelry and beauty and how has their shopping patterns changed pre-and-post recession?
- What brands do ultra-affluents favor in clothing, fashion accessories, beauty and more and how do their preferences differ from the HENRYs (high-earners-not-rich-yet) customers?
- Which are the winners and losers in product choices affluent customers are making? What's up and what's down as measured by spending trends?
- How do affluent - Ultras & HENRYs - spend their money on personal luxury goods?
- What brands are making a connection with today's luxury consumer?

The latest Personal Luxury Report USA gives marketers data about seven years of trends in what American affluent consumers are buying, where they are shopping, how much they are spending and what brands they favor in personal luxury goods, including clothing, fashion accessories, jewelry, watches, beauty, wine and spirits, personal electronics and automobiles.

The report shares findings of 2,500 luxury consumers surveyed in 2014 (average income $269,500) and compares results from comparable surveys conducted over the past six years, 2008-2013. This report provides a seven-year perspective of long term trends in the luxury consumer market.

“We designed the Personal Luxury Report USA as both a powerful desk reference and a source for insight into the future trends in the luxury market. The new report provides the kind of detailed facts and figures about the luxury consumer market that will delight data-driven executives. But it also focuses on the mindset and attitudes of the luxury consumer, making it an invaluable tool for luxury brand executives to plan for the future of their changing marketplace,” says Danziger.

Further, the Personal Luxury Report USA is enhanced with case studies of brands that are succeeding in connecting with today's affluent consumer market. These case studies bring the data alive to provide guidance and direction for marketers looking to make the research actionable in their businesses.

More about The Personal Luxury Report USA

The Personal Luxury Report USA is the annual compilation of Affluent Consumer Tracking Study's products and services survey detailing purchases and brand preferences. It reports the personal luxury goods purchased by ~2,500 affluent consumers over the course of the three-month study period and is the only longitudinal study of its kind that tracks the luxury consumer market, what they buy, how much they spend during and after the recession.

The report contains details from continuous surveys from 2008-2014 on personal luxury products bought by affluent consumers, including three-month spending, where these products were purchased and details of the types and brands of products bought.
The Personal Luxury Report USA is written by Pam Danziger, one of the nation's leading experts on the luxury market and is based upon the kind of in-depth consumer research for which Pam Danziger is known.

Luxury Marketers: This is a report about your customers & your target customers

Details about what these luxury consumers bought, how much they spent, where they made their purchases, and in certain categories the luxury brands they patronized are reported in these major categories of personal luxury, specifically:

Personal Luxuries

- Clothing and Apparel (Women's casual, dress/business, formal/evening, outerwear; men's casual, dress/business, formal/evening, outerwear; teen's clothing; children's clothing; baby clothing)
- Cosmetics, Fragrance and Beauty Products (Fragrances, perfumes; bath and body lotions; face care; hair care; cosmetics and makeup; sun and tanning products)
- Fashion Accessories (Women's handbags, shoes, brief cases, and fashion accessories, such as scarves, belts; men's wallets, brief cases and men's fashion accessories, including shoes, belts, etc.; luggage for men and women)
- Jewelry (Women's and men's jewelry by type, including necklaces, earrings, bracelets, rings, bridal/wedding, pins and brooches; women's and men's jewelry by material, including 14k and above gold, sterling silver, platinum, gold plate or vermeil, costume jewelry; and women's and men's jewelry by stone, including diamonds, other precious gemstones, semi-precious gemstones, pearl, faux or man-made, no gemstone content)
- Watches (Women's and men's watches by style, including formal/dress or casual/sports)
- Wine, Liquor and Spirits (Wine, champagne, vodka, whiskey, rum, scotch, cognac, bourbon, sherry/port)
- Personal Electronics (iPods and other MP3 devices; cameras; cellular phones; laptop computers & notebooks; PDA's)
- Automobiles (Euro, Asian and U.S luxury models)

Special feature: Find out which of the five different types of luxury consumers are your best customers

A special feature in Personal Luxury Report USA is a psychographic profile of five key types of luxury consumers. These include:

- X-Fluents (Extremely Affluent) who spend the most on luxury and are most highly invested in luxury living;
- Butterflies, the most highly evolved luxury consumers who have emerged from their luxury cocoons with a passion to reconnect with the outside world. Powered by a search for meaning and new experiences, the butterflies have the least materialistic orientation among the segments, yet they spend nearly as much as the X-Fluents on luxury;
- Luxury Cocooners who are focused on hearth and home. They spend most of their luxury budgets on home-related purchases;
- Aspirers, those luxury consumers who have not yet achieved the level of luxury to which they aspire. They are highly attuned to brands and believe luxury is best expressed in what they buy and what they own.
- Temperate Pragmatist a newly emerged luxury consumer who is not all that involved in the luxury lifestyle. As their name implies, they are careful spenders and not given to luxury indulgence.

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