The High Net Worth Individual Report - China, Hong Kong, Singapore, and the USA

Description: America has one of the highest population of affluent, and high net worth individuals (HNWIs) in the world, but China, and the rest of Asia is fast-catching up. Moreover, Asian HNWIs more willing to enjoy their wealth, making them a lucrative market for luxury goods and services.

Chinese HNIs are known to spend substantially on premium products, but little is known about their brand choices, and choice influencers.

Given the importance for premium brands to establish a strong relationship with this key market, the 2015 Affluent Insights report takes a closer look on affluent and high net worth consumers, to know more about their influencers, brand preferences, and future outlook.

In the HNWI Report we are focusing on the High Net Worth Individuals (HNWI), and their purchasing behaviour, motivations, media channels and brand preferences of the highly affluent consumers when it comes to purchasing premium and luxury products and services. A total of 415 HNWI respondents:

- China
  - n = 104
- Hong Kong
  - n = 100
- Singapore
  - n = 101
- USA
  - n = 110


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