Affluent Men as Luxury Consumers in China, Hong Kong, Singapore and the USA

Description: In this report we are focusing on the Affluent Male Consumers, 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.

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A total of 558 Affluent male respondents and 199 HNW male individuals:

- China
  - n = 141
  - n = 44

- Hong Kong
  - n = 130
  - n = 46

- Singapore
  - n = 156
  - n = 59

- USA
  - n = 131
  - n = 50

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