Generation AAA Report

Description: This report is based on findings from the Affluent Insights Luxury Study fielded in May/June 2015. Covers three markets: China, Hong Kong, Singapore.

This report focuses on the 18-34 year olds from this affluent demographic.

China: CNY 240,000+
Hong Kong: HKD 960,000+
Singapore: SGD 135,000+

Generation AAA are, young, growing, and a very lucrative segment of the middle class that luxury brands should be attracting if they are to realize growth in the next decade. As this segment ages, not only will their influence be wider, but their spending power more significant.

We are focusing on the Generation AAA (Aspirational, Ambitious, and Affluent) consumer segment, 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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