**2015 High Net Worth Individual Consumer Report China**

**Description:**
In 2015 the HNWI population of Asia Pacific surpassed that of North America, becoming the region with the largest number of HNWIs in the world. This report examines four markets; USA, which still dominates all other markets in terms of the number of HNWIs for a single country; China, which has the fastest growth in the number of HNWIs and ranks 4th in the total number behind US, Japan and Germany; Singapore and Hong Kong, which have extremely high concentrations of HNWIs among the total population.

This report is based on findings from the Affluent Insights Luxury Study, fielded in May/June 2015.

A total of 104 High Net Worth Individuals (HNWI), with USD 1 million + in investable assets, were surveyed in China for this report. All respondents also had an annual household income of at least CNY 240,000.

We are focusing on the HNWI's purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services.

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