

# AGILITY'S 2020/2021 POST-COVID REPORTS

## TrendLens™ Reports

### About TrendLens™ Reports

Our fresh **post-Covid TrendLens™ reports** focus on how the pandemic has impacted the consumption behaviour, expectations and life priorities of the affluent and millionaire consumers across key markets. These reports cover key changes in consumer preferences and behaviour by comparing with data collected before the pandemic. Being in tune with the post-Covid mindset of this lucrative consumer target will help brands make marketing and investment decisions that drive higher ROI.

### Covering 8 Asian Markets

**China | Singapore | Hong Kong | Japan  
South Korea | Indonesia | Malaysia | India**

### TrendLens™ REGIONAL Topline Reports

REGIONAL Topline Report	Total Sample
Affluent Asian <b>Luxury</b> Consumer	n=4,332
Affluent Asian <b>Millennials</b>	n=2,155
Affluent Asian <b>Female</b> Consumer	n=2,101
Affluent Asian <b>Traveler</b>	n=4,332
Asian <b>Millionaire Traveler</b>	n=1,299
Asian <b>Millionaires</b>	n=1,299
<b>Watches &amp; Jewellery</b>	n=4,332
<b>Cosmetics</b>	n=4,332
<b>Fashion</b>	n=4,332
<b>Wine &amp; Spirits</b>	n=4,332

# AGILITY'S 2020/2021 POST-COVID REPORTS

## TrendLens™ Reports

### TrendLens™ **MARKETS** Topline Reports

MARKET Topline Report	Total Sample
<b>Chinese Affluent Consumer Report</b>	<b>n=1,040</b>
<b>Chinese Millionaire Consumer Report</b>	<b>n=335</b>
<b>Chinese Affluent Millennial Consumer Report</b>	<b>n=511</b>
<b>Chinese Affluent Female Consumer Report</b>	<b>n=504</b>
<b>Chinese Affluent Traveler Consumer Report</b>	<b>n=1,040</b>
<b>Malaysian Affluent Consumer Report</b>	<b>n=493</b>
<b>Indonesian Affluent Consumer Report</b>	<b>n=545</b>
<b>Indian Affluent Consumer Report</b>	<b>n=503</b>
<b>Japanese Affluent Consumer Report</b>	<b>n=603</b>
<b>S. Korean Affluent Consumer Report</b>	<b>n=502</b>
<b>Hong Kong Affluent Consumer Report</b>	<b>n=326</b>
<b>Singapore Affluent Consumer Report</b>	<b>n=320</b>
<b>US Affluent Consumer Report</b>	<b>n=537</b>

# AGILITY'S 2020/2021 POST-COVID REPORTS AFFLUENTIAL™ WEALTH REPORT

## ABOUT AFFLUENTIAL™ WEALTH REPORTS

The **AFFLUENTIAL™ Wealth Reports** offer timely post-Covid insights into the financial behavior of HNW and UHNW individuals. These reports uncover how Covid-19 has impacted the financial priorities, plans, and preferences of this key consumer segment. Understanding what they expect from their wealth managers, insurance and credit card providers. What are the best touchpoints and information channels to reach HNW and UHNW consumers and how brands can capture a larger share of wallet.

## AFFLUENTIAL™ WEALTH REPORT 2020/2021

Wealth Report	Total Sample
<b>Chinese HNW</b> Wealth Report	<b>n=500</b>
<b>Hong Kong HNW</b> Wealth Report	<b>n=300</b>
<b>Singapore HNW</b> Wealth Report	<b>n=300</b>
<b>Indonesian HNW</b> Wealth Report	<b>n=300</b>

# AGILITY'S 2020/2021 POST-COVID REPORT

## TrendLens™ 2020/2021 REGIONAL Topline Reports

Covering 8 Asian Markets:

China, Singapore, Hong Kong, Japan, S. Korea, Indonesia, Malaysia, India

	Total Sample
Affluent Asian <b>Luxury</b> Consumer - Regional Topline Report	n=4,332
Affluent Asian <b>Millennials</b> - Regional Topline Report	n=2,155
Affluent Asian <b>Female</b> Consumer - Regional Topline Report	n=2,101
Affluent Asian <b>Traveler</b> - Regional Topline Report	n=4,332
Asian <b>Millionaire Traveler</b> - Regional Topline Report	n=1,299
Asian <b>Millionaires</b> - Regional Topline Report	n=1,299
<b>Watches &amp; Jewellery</b> - Regional Affluent Consumer Report	n=4,332
<b>Cosmetics</b> - Regional Affluent Consumer Report	n=4,332
<b>Fashion</b> - Regional Affluent Consumer Report	n=4,332
<b>Wine &amp; Spirits</b> - Regional Affluent Consumer Report	n=4,332

## TrendLens™ 2020/2021 MARKET Topline Reports

	Total Sample
<b>Chinese Affluent</b> Consumer Report	n=1,040
<b>Chinese Millionaire</b> Consumer Report	n=335
<b>Chinese Affluent Millennial</b> Consumer Report	n=511
<b>Chinese Affluent Female</b> Consumer Report	n=504
<b>Chinese Affluent Traveler</b> Consumer Report	n=1,040
<b>Malaysian Affluent</b> Consumer Report	n=493
<b>Indonesian Affluent</b> Consumer Report	n=545
<b>Indian Affluent</b> Consumer Report	n=503
<b>Japanese Affluent</b> Consumer Report	n=603
<b>S. Korean Affluent</b> Consumer Report	n=502
<b>Hong Kong Affluent</b> Consumer Report	n=326
<b>Singapore Affluent</b> Consumer Report	n=320
<b>US Affluent</b> Consumer Report	n=537

## AFFLUENTIAL™ WEALTH Reports

	Total Sample
<b>Chinese HNW</b> Wealth Report	n=500
<b>Hong Kong HNW</b> Wealth Report	n=300
<b>Singapore HNW</b> Wealth Report	n=300
<b>Indonesian HNW</b> Wealth Report	n=300