

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 Luxury Consumer	n=4,332
Affluent Asian Millennials	n=2,155
Affluent Asian Female Consumer	n=2,101
Affluent Asian Traveler	n=4,332
Asian Millionaire Traveler	n=1,299
Asian Millionaires	n=1,299
Watches & Jewellery	n=4,332
Cosmetics	n=4,332
Fashion	n=4,332
Wine & Spirits	n=4,332

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TrendLens™ Reports

TrendLens™ **MARKETS** Topline Reports

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

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
Chinese HNW Wealth Report	n=500
Hong Kong HNW Wealth Report	n=300
Singapore HNW Wealth Report	n=300
Indonesian HNW Wealth Report	n=300

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 Luxury Consumer - Regional Topline Report	n=4,332
Affluent Asian Millennials - Regional Topline Report	n=2,155
Affluent Asian Female Consumer - Regional Topline Report	n=2,101
Affluent Asian Traveler - Regional Topline Report	n=4,332
Asian Millionaire Traveler - Regional Topline Report	n=1,299
Asian Millionaires - Regional Topline Report	n=1,299
Watches & Jewellery - Regional Affluent Consumer Report	n=4,332
Cosmetics - Regional Affluent Consumer Report	n=4,332
Fashion - Regional Affluent Consumer Report	n=4,332
Wine & Spirits - Regional Affluent Consumer Report	n=4,332

TrendLens™ 2020/2021 MARKET Topline Reports

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

AFFLUENTIAL™ WEALTH Reports

	Total Sample
Chinese HNW Wealth Report	n=500
Hong Kong HNW Wealth Report	n=300
Singapore HNW Wealth Report	n=300
Indonesian HNW Wealth Report	n=300