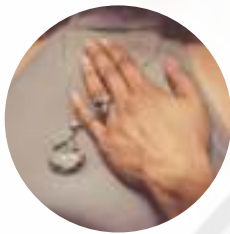


# LAUNCH OF AFFLUENTIAL™ TrendLens™ 2021 SUBSCRIPTION

TO WIN OVER AFFLUENT AND HIGH NET-WORTH CONSUMERS

2020 has been one of the most disruptive and transformational years in recent history. With 2020 soon in the rearview, marketers who need to optimize their strategies to reach the evolving affluent and HNW consumer are setting their sights on 2021. Our **TrendLens™** 2021 study is designed to capture the top trends going into the new year, contrasting them against 2020 and following how they develop throughout 2021.

**TrendLens™** is a complete insights and research program designed for marketing and insights teams and C-level executives to gain insights into the latest and emerging trends and perspectives on **affluent** and **HNW** consumers across categories in your key markets:



JEWELLERY



WATCHES



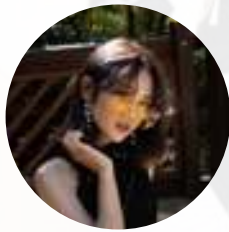
COSMETICS



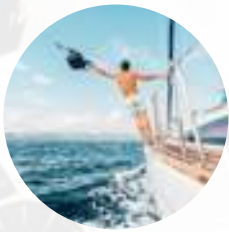
SKINCARE



WINE & SPIRITS



FASHION



TRAVEL



FINANCIAL  
SERVICES

## Covering KEY Markets

CHINA | SINGAPORE | HONG KONG | TAIWAN | JAPAN | KOREA  
THAILAND | INDIA | MALAYSIA | INDONESIA | VIETNAM | AUSTRALIA  
UK | FRANCE | GERMANY | USA

The program helps brands with their market segment strategies, delivering cutting edge data and concise insights on a quarterly basis using our proprietary Insights Engine and leveraging our **LuxeTalk** global community.

Please contact [Jason@Agility-Research.com](mailto:Jason@Agility-Research.com) to learn more.

# AFFLUENTIAL™ TrendLens™ 2021 SUBSCRIPTION DETAILS

## AFFLUENT INSIGHTS REPORTS BY WAVE:

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### Q1 – Affluent Consumer Insights Report and Data (I)

Latest consumer trends based on interviews with affluent and HNWI consumers across markets, delivered in a succinct report and with access to full data through our Insights Engine data portal.

### Q2 – Luxury Leader Insights

An update on where industry experts and luxury executives see 2021 heading and what are the key developments and trends to keep an eye on.

### Q3 – Affluent Consumer Insights Report and Data (II)

Update on emerging trends based on fresh consumer interviews among affluent and HNWI consumers.

### Q4 – HNWI Qualitative Insights

We talk to millionaires across markets to understand the latest trends among this discerning consumer group.

## LUXURY LEADER ROUNDTABLES

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Exclusive invitations to events held quarterly in destinations such as Hong Kong, Tokyo, Shanghai, London, Paris and Singapore. We share our **latest findings on affluent luxury consumers** and the latest luxury themes with leaders across a variety of luxury brands.

\*Quarterly events may be hosted online, in alignment to social distancing and travel guidelines in each market.



Please contact [Jason@Agility-Research.com](mailto:Jason@Agility-Research.com) to learn more.

# AFFLUENTIAL™ TrendLens™ 2021 SUBSCRIPTION DETAILS



## INSIGHTS DATA ENGINE

The Insights Engine provides 24/7 on-demand access to key data captured in affluent consumer interviews with ability to filter data based on metrics, such as, Age, Gender, Income, Wealth, Tier, and custom filters. The Engine gives you the ability to get detailed insights on different target consumer segments of interest throughout the year.

## LUXETALK COMMUNITY

**LUXETALK** is an exclusive affluent market research community comprised of affluent and HNWI individuals interested in sharing their thoughts on luxury and travel in exchange for cash, rewards, or contributions to their favourite charity. **LUXETALK** is managed by Agility Research & Strategy.



## LATEST INSIGHTS

Despite the Covid-19 crisis;

- Around two-thirds of both US and Chinese respondents prefer the experience of buying luxury products in store to online
- The “upgrade trend,” for instance, continues, with 54 percent of the HNWI planning to buy more expensive luxury items
- Significantly more affluent and HNW consumers expect their economic security and disposable income will all increase over the next 12 months

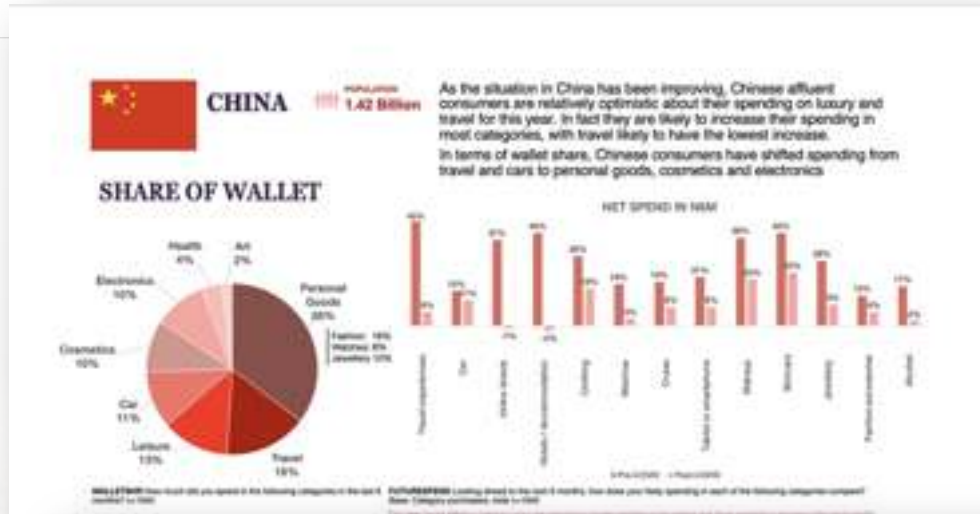
## AGILITY WEBINAR SERIES

Exclusive invitations to our **Webinar** and **Zoom Analytics Call** where our latest findings on luxury themes and trends on affluent and HNWI consumer are presented and discussed.



Please contact [Jason@Agility-Research.com](mailto:Jason@Agility-Research.com) to learn more.

# AFFLUENTIAL™ TrendLens™ 2021 REPORTING EXAMPLES



## COSMETICS

Cosmetics currently accounts for 10% of discretionary spending of Chinese affluent consumers, the highest wallet share for Cosmetics post-COVID across all Asian markets in our study.

The wallet share for cosmetics has fallen in most Asian markets. China was the only Asian market where affluent consumers have increased their wallet share on cosmetics since the impact of the pandemic.

Among the Asian markets where wallet share for cosmetics declined, Korea witnessed the highest decline in their wallet share for cosmetics.

### WALLET SHARE PRE AND POST COVID FOR COSMETICS



## TREND #3 NEW HOBBIES AND INTERESTS

Taking advantage of some extra free time during the Covid-19 period, affluent consumers are taking up a variety of new hobbies and interests. Many have used the time to take up cooking or baking.

	CN (N=1,540)	JP (N=802)	IN (N=303)	MY (N=492)	ID (N=545)	KR (N=502)	HK (N=326)	SG (N=320)
1.	FITNESS	COOKING	COOKING	COOKING	COOKING	GAMES	COOKING	COOKING
2.	READING	WALKING	READING	READING	GAMES	GOLF	YOGA	READING
3.	YOGA	GARDENING	GAMES	BAKING	READING	READING	READING	FITNESS

HOBBIEST: What are some new hobbies/interests that you have begun to pursue during or after Covid-19? Base: N=1,420

Please contact [Jason@Agility-Research.com](mailto:Jason@Agility-Research.com) to learn more.