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TO WIN
OVER GLOBAL
AFFLUENT AND
HIGH-NET-
WORTH
CONSUMERS

AFFLUENTIAL TRENDLENS™ 2023

Tracking emerging trends and insights on affluent and
HNW consumers across categories in your key markets



COVERING OVER 35 GLOBAL MARKETS INCLUDING

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

Please contact Jason@Agility-Research.com to learn more www.affluential.com



INSIGHT TOPIC AREAS

- ✔ Outlook for 2023
- ✔ Luxury Trends
- ✔ Luxury Purchase Behavior
- ✔ Travel Behavior & Preferences
- ✔ Shopping Behaviour and Trends by Luxury Sector

KEY AFFLUENT CONSUMER SEGMENTS

- ✔ AffluentFemale Consumers
- ✔ Millionaires
- ✔ AffluentGeneration Z
- ✔ AffluentMillennials

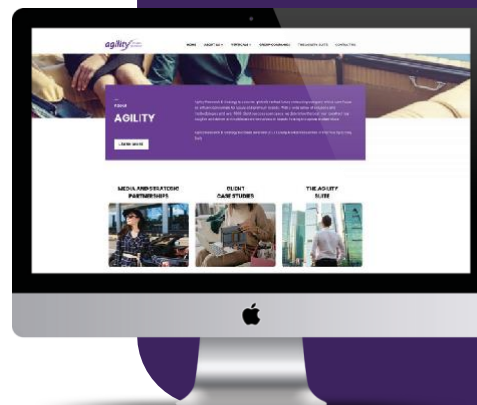


LUXETALK™ COMMUNITY

Agility's exclusive affluent research and insights community comprised of affluent and HNW individuals across 35 markets

DATAVAULT™

Provides subscribers 24/7 access to all data, with the capability to **filter**, cross tabulate and export data in charts or in tables. Custom **filters** can be added on request.



SAMPLE SIZES & THRESHOLDS

Sample Size: From 300 to 1,000 high quality respondents in each market
Income Threshold: All respondents earn an annual income which **qualifies** them as AffluentConsumers
HNW / Millionaires Sample: A minimum of 1/3 of the total sample are HNW / Millionaires Consumers

**HNW/ Millionaires = Individual with at least USD 1 million+ in investable assets (excluding primary residence)*

SUBSCRIPTION OPTIONS AND TIMELINES

	ANALYST	PREMIUM	ENTERPRISE
TrendLens Reports	Wave 1 & 2	Wave 1 & 2	Wave 1 & 2
Luxury Leaders & HNWI Global Insights Reports	X	X	Yes
DATAVAULT™ Dashboard Licenses	Up to 1	Up to 3	Up to 5
DATAVAULT™ Custom Filter (up to 2 per Wave)	+1,500 USD	+1,000 USD	Included
Proprietary question (1 per wave)	+1,500 USD	+1,000 USD	Included
Analyst Hours Included (Custom slides for presentation or crosstab data segmentation)	X	2 hours	4 hours
Virtual Presentation (Online – 60 mins)	X	1 per year	2 per year
Custom DATAVAULT™ Dashboard (Interactive data comparison by segment, country, demographics)	X	X	Ask for a quote



MARKET

ASIA & OCEANIA

China | Taiwan | Hong Kong | Singapore | Japan | South Korea | India | Philippines | Indonesia | Vietnam | Thailand | Malaysia
 Australia | New Zealand

EUROPE

United Kingdom | France | Germany | Switzerland | Italy | Spain

AMERICAS

United States | Canada | Mexico | Brazil

OTHERS

United Arab Emirates | Saudi Arabia

For pricing by category and market, contact Jason@Agility-Research.com to learn more.

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Agility Research & Strategy

Agility Research & Strategy is a top ten globally ranked luxury consulting company with a core focus on affluent consumers for luxury and premium brands. With a wide range of solutions and methodologies and over 3,000 client success user cases, we determine the best way to extract key insights and deliver.



For research requests, please contact:
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