

The Asian Premium Brand and Luxury Consumer - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



The market for luxury goods in the US has been estimated at a value of about \$35.3 billion, accounting for about 22% of the luxury goods market in 2015. Japan is in the second position at an estimated \$30.5 billion and a 19% share, followed by Germany and China at \$11.7 billion and a 7% share.

This report looks at the following areas:

- Asian consumers still need convincing
- Income, education levels vary by country of origin

US Asians are expected to have more than \$1 trillion in buying power by 2019, making them an important demographic for any marketer. Their higher median household incomes make them a particularly important audience for luxury brands. In this Report, we discuss key trends in the US Asian luxury sector and find that there are significant differences in buying power and perceptions regarding luxury by country of origin; that quality is a significant driver of luxury purchases; and that younger consumers are particularly important consumers for luxury marketers to target.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

The Asian Premium Brand and Luxury Consumer - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Definition
Asians
Premium brand and luxury

Executive Summary

The issues
Asian consumers still need convincing
Figure 1: Asians' perceptions of luxury brands and attitudes toward luxury brands, by all and luxury buyers, August 2016
Income, education levels vary by country of origin
Figure 2: Asian education and household income levels, by country of origin/heritage, 2010
The opportunities
Younger shoppers are a critical target
Figure 3: Asians' luxury purchases in the last 18 months and attitudes toward luxury brands, by age, August 2016
The online opportunity
Figure 4: Where Asians purchase luxury goods, by <45 age groups and Indians, August 2016
Luxury brands can do more to reach out to the Indian consumer
Figure 5: Asians' luxury purchases in the last 18 months and attitudes toward luxury brands, by all and Indians, August 2016
What it means

The Market – What You Need to Know

A growing audience
Affluent and educated
Many groups within one demographic
Incomes vary by group

Asian Americans – By the Numbers

A growing audience
Figure 6: Population by race and Hispanic origin, 2011-21
High incomes and growing buying power
Figure 7: Median household income, by race and Hispanic origin, 2015
Figure 8: Purchasing power by race and Hispanic origin, 2009-19
High levels of education and income
Figure 9: Educational attainment of the population 25 and older, by race and Hispanic origin, 2015

Market Breakdown

Significant differences by national origin
Figure 10: Asian population, by country of origin/heritage, 2010
Acculturation levels driven by immigration trends

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

The Asian Premium Brand and Luxury Consumer - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 11: Asian demographics, by country of origin/heritage, 2010

Notable differences in buying power

Figure 12: Asian purchasing power by subgroup, 2014

Market Factors

Uncertain times for luxury

Crackdown in China

Digital a critical channel

Figure 13: Personal ownership of laptops/netbooks, smartphones, and tablets, Asians index to all, April 2015

Figure 14: Internet use, by race, 2004-16

Key Strategies – What You Need to Know

Quality sells

Feature Asian celebrities

Be careful when it comes to culture

Better with bloggers

The message is clear

What's Working?

Highlight quality

Target smart

Feature Asian faces

What's Struggling?

Be wary of cultural appropriation

What's Next?

The power of the blog

Beyond the web

The Consumer – What You Need to Know

Quality is key

Asians more likely to buy luxury

Handbags, cosmetics, shoes, clothing most popular

Asians like discounts but buy at department stores

Rolex, Louis Vuitton most desired

Quality a more important driver than status

How Asians Define Luxury

Quality the key hallmark of luxury

Figure 15: How Asians define luxury, by all and luxury buyers, August 2016

Indians, Chinese particularly interested in quality

Figure 16: How Asians define luxury – Product related, by country of origin, August 2016

Prestige important to Japanese

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Asian Premium Brand and Luxury Consumer - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 17: How Asians define luxury – Image related, by country of origin, August 2016

Quality, cost more linked for American culture

Figure 18: How Asians luxury goods buyers define luxury, by dominant culture, August 2016

Asians' Luxury Purchases

Asian cultural identification drives sales

Figure 19: Luxury purchases in the last 18 months, Asians vs All US and by dominant culture, August 2016

Younger, middle-income Asians prime consumers

Figure 20: Asians' luxury purchases in the last 18 months, by gender, age, and household income, August 2016

Indians particularly likely to buy luxury

Figure 21: Asians' luxury purchases in the last 18 months, by country of origin and ethnic heritage, August 2016

Celebrity watchers buy more

Figure 22: Asians' luxury purchases in the last 18 months, by impact of Asian and American celebrities in ads, August 2016

Asians' Luxury Purchasing Habits

Asians prefer buying on sale

Figure 23: Luxury purchasing habits, by Asians, Blacks and affluent/HNW, August 2016

Lower-income group actually more likely to pay full price

Figure 24: Asians' luxury purchasing habits, by household income, August 2016

Asians more likely to afford buying designer

Figure 25: Budget for designer clothes, Asians vs All US and by Asian age and household income, April 2015-June 2016

Types of Luxury Products Asians Purchased

Cosmetics, handbags most popular purchase

Figure 26: Types of luxury products Asians purchased, August 2016

Women buy bags, men buy clothes

Figure 27: Types of luxury products Asians purchased – Females more likely, by gender, August 2016

Figure 28: Types of luxury products Asians purchased – Males more likely, by gender, August 2016

Where Asians Purchase Luxury Goods

Asians most likely to buy from department stores

Figure 29: Where Asians purchase luxury goods, August 2016

Lower-income more likely to buy online

Figure 30: Where Asians purchase luxury goods, by household income, August 2016

Strong approval of specialty stores

Figure 31: Attitudes toward specialty stores, Asians vs All US, April 2015-June 2016

Luxury Brands Asians Desire Most

Rolex, Louis Vuitton on the top

Figure 32: Luxury brands Asians desire, by all and luxury buyers, August 2016

Rolex the most desired brand among Asian men

Figure 33: Luxury brands Asians desire, by gender and age, August 2016

Indians like Rolex, Filipinos prefer Louis Vuitton

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Asian Premium Brand and Luxury Consumer - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Luxury brands Asians desire, by country of origin, August 2016

Asians' Perceptions of Luxury Brands – Value and Image

Luxury's value proposition could improve

Figure 35: Asians' attitudes toward luxury brands – Value, by all and luxury buyers, August 2016

Younger men most likely to consider knockoffs

Figure 36: Asians' attitudes toward luxury brands – Value, by gender and age, August 2016

Luxury connotes success and taste

Figure 37: Asians' attitudes toward luxury brands – Image, by all and luxury buyers, August 2016

Indians very motivated by status

Figure 38: Asians' attitudes toward luxury brands – Image, by country of origin, August 2016

Asians prefer community over standing out

Figure 39: Attitudes toward image, Asians vs All US, April 2015-June 2016

Asians' Perceptions of Luxury Brands – Asian Targeting

Asian celebrities not a major influence

Figure 40: Asians' attitudes toward luxury brands – Asian targeting, by all and luxury buyers, August 2016

Indians most open to celebrity influence

Figure 41: Asians' attitudes toward luxury brands – Asian targeting, by country of origin, August 2016

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 42: Educational attainment of the population 25 and older, by race and Hispanic origin, 2015

Appendix – Consumer

Figure 43: Asians' attitudes toward apparel, index to all, and by age and household income, April 2015-June 2016

Figure 44: Asians' attitudes toward shopping, index to all, and by age and household income, April 2015-June 2016

Figure 45: Asians' attitudes toward shopping, index to all, and by age and household income, April 2015-June 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com