

Consumer Attitudes towards Luxury - China - May 2017

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“As more affordable luxury brands and items are available, the Chinese luxury market is performing well. Desire for luxurious experiences is on the rise, but the majority of Chinese consumers tend to treat luxury as a collective concept and are yet to recognise the unique brand value of different luxury brands.”

– Alina Ma, Senior Research Analyst

This report looks at the following areas:

- **Evolution of Chinese luxury consumers**
- **Selling luxury to two genders**
- **Targeting young luxury consumers**
- **Being approachable is absolutely necessary**

An increasing number of Chinese consumers can afford luxury brands, but perceptions of luxury and the emotional benefits that consumers seek from luxury vary a lot according to knowledge of luxury category and brands and expectations of luxury goods (including product level and emotion level). Chinese luxury consumers are by no means homogenous and brands need to recognise the evolution of the essence and symbolic meaning of the luxury category in China.

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

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Sceptics (怀疑者): not entirely sure about their preferences and desires

Appendix – Methodology and Abbreviations

Methodology

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