

Affordable Luxury - China - 2021

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This report looks at the following areas:

Key issues covered in this report

- Purchase behaviours of affordable luxury products
- The channels consumers use to purchase and collect information on affordable luxury goods
- Price preference when purchasing affordable luxury goods
- Influencing key factors when buying affordable luxury
- Consumers' attitudes towards buying affordable luxury

Affordable luxury is not a fad in China. With consumers' lives improving, their pursuit of quality lives and tasteful lifestyles is also increasing. In the post-COVID-19 era, their definition of luxury has also changed and their focus has gradually shifted to affordable luxury.

With the fast development of digitalization, consumers' recognition and awareness of affordable luxury are increasing in many ways, such as exposure via social media and ecommerce. Thanks to the convenience of these channels, affordable luxury is more accessible than ever to consumers, especially younger generations, internet natives who are used to gathering information via different resource channels.

The impact of China chic also plays an important role in the fashion market. Consumers are not only looking for international affordable luxury brands but also domestic brands as well, since they are feeling more attached to their local culture, driven by an increased sense of belonging and identity.



"Affordable luxury has become a lifestyle for consumers pursuing more rational and exquisite lives. Meanwhile, consumers are paying more attention to the environment."

- Jocelyn Dong, Research Analyst

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