

Elite China Luxury Consumer Behavior In China

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Elite China identifies the Chinese luxury product consumers and the characteristics of their luxury consumption, explains the implications for luxury firms and marketers and most importantly, spells out strategies for international luxury brands and Chinese luxury brands to succeed in Chinese market. (source: Nielsen Book Data)

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Chinese yuppies are driving the demand, buying everything from expensive watches to imported cars. Those that are able to gain and maintain a preferential share of these Chinese affluent consumers...

(PDF) Opportunity for luxury brands in China

First, the survey respondent profile does not include China's super (average age is 40 or above) and vulgar (without university education and factory-based entrepreneurs) rich who are frequent consumers of top-tier luxury brand products (Ferrari, Bentley, Patek Philippe, Cartier, Hermes) in China. They

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are the most affluent consumer group and have very strong purchasing power so that this survey cannot represent consumer behavior of all wealthy Chinese. 90% of the respondents contained in ...

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