

Asian American Premium Brand Consumer - US - June 2013

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“Asian American consumers control substantial collective buying power, but cannot be addressed as one group. Because there are multiple languages and multiple generations to address, promoters of luxury goods to Asian audiences would do well to focus on a particular Asian subgroup.”

– Susan Menke, Senior Multicultural Analyst

In this report we answer the key questions:

- Can second- and third-generation Asian Americans be addressed through “Asian media”?
- How can Asian Americans be motivated to make luxury purchases in the U.S. when luxury retailers are everywhere?
- Why does Europe continue to dominate the fashion market when the money is in Asia?

Asian Americans enjoy some of the highest incomes, levels of educational attainment, and levels of employment in managerial and professional roles of any group of Americans. Due to a 2013 population of more than 16 million, and aggregate buying power of more than \$718 billion, Asian Americans are a well-off group of savvy shoppers, living in close proximity to many of America’s highest-end luxury shopping destinations. Yet, substantial diversity within the Asian American population, and discerning, critical attitudes toward what’s “worth it” in the luxury goods market, make it something of a challenge to convince the average Asian American consumer to make one more premium brand purchase. New insights about how premium brands can more effectively market to Asian American audiences in the future stem from two key observations:

- Generally having the highest incomes, levels of educational attainment, employment in managerial fields, and speaking English “very well,” Indian Americans are some of the best targets for premium brand advertising to Asian American audiences.
- Asian Americans exhibit substantial discount-seeking behavior when it comes to luxury goods purchases, with more than three quarters reporting regular purchase of luxury goods in outlet malls, discount stores, or on eBay.

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DID YOU KNOW?

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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- Asian immigration overtakes Hispanic immigration, and most become citizens
- Asian population is aging, but average age is younger than general U.S. population
- Asians are the most likely to marry of any population group
- Asians generally live in larger households than most consumers, intermarriage increasing
- Asians are generally more educated than the average consumer, Indians most educated
- Asians, mostly Indian, enjoy high rates of employment in remunerative fields
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Issues in the Market

Can second- and third-generation Asian Americans be addressed through "Asian media"?

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Why does Europe continue to dominate the fashion market when the money is in Asia?

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BMW

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LVMH

Coach

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