

Luxury Retailing - China - October 2014

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"The luxury retail market in China has undergone significant changes in a short period of time, and continues to change rapidly. Growth has slowed down due to the government's anti-extravagance campaign, forcing luxury brands to adapt their brand and product portfolios to better suit the diversifying needs of consumers."
 – Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- Luxury in China: The cultural context
- The internet of luxury
- The Chinese luxury market not just in China
- Anti-luxury and the shift to "masstige"

Consumers are becoming more sophisticated and demanding, and they are also better informed and further travelled. This is creating opportunities for luxury companies to diversify their offering, in terms of both products and niche brands. There is also a growing appreciation of Chinese traditional craftsmanship, design and art that has presaged the development of domestic Chinese luxury brands.

To respond to their changing needs, luxury brands must better engage with their consumers to learn about their lifestyle aspirations and adjust their offerings. They must also provide more personalised services, and more of a relaxed and inviting in-store experience. Brand stories must be built around the changing attitudes of consumers.

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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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Table of Contents

Introduction

- Definition
- Report scope
- Mintel market sizes
- Defining luxury goods
- Methodology
- Abbreviations

Executive Summary

The market

Figure 1: China – Luxury retail total market value, 2009-19

Companies and brands

Figure 2: China – Leather goods: Company retail market share, by value (%), 2012 and 2013

The consumer

Key consumer groups

Figure 3: Target groups, June 2014

Definition of luxury

Figure 4: People's definition of what luxury means to them, June 2014 and November 2013

Luxury products and brands bought

Figure 5: What luxury products consumers have bought in the last 18 months, June 2014

Channel of luxury purchases

Figure 6: Which channels consumers have bought luxury branded products in the last 18 months, June 2014

Brand awareness

Figure 7: Consumer awareness of selected leading luxury brands, June 2014

Attitudes towards buying luxury products

Figure 8: Consumer attitudes towards luxury brands, June 2014

Perceptions of luxury

Figure 9: Consumer attitudes towards what luxury means to them, June 2014

Key issues

Luxury in China: The cultural context

The internet of luxury

The Chinese luxury market not just in China

Anti-luxury and the shift to "masstige"

What we think

Issues and Insights

Luxury in China: The cultural context

The facts

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- The cultural differences
- The luxury development stages
- The luxury consumer development stages
- The rise of Chinese luxury brands
- Drivers of luxury redefinition
- The internet of luxury
- The facts
- The brand experience versus the product price
- The online threat
- Is online adding to the market, or cannibalising it?
- Alibaba: the 500lb gorilla in the corner of the luxury room
- The Chinese luxury market not just in China
- The facts
- The luxury of overseas travel
 - Figure 10: Top 20 outbound destinations by travel agencies in 2013
- Marketing to Chinese consumers requires a global strategy
 - Figure 11: Top 10 countries in the luxury market, by sales, 2009-13
- Anti-luxury and the shift to “masstige”
- The facts
- Is luxury the “new opium”?
- The changing priorities of China’s urban rich
- The rise of the “mass affluent”

Trend Application

- Prove It
- Slow It All Down
- Mintel Futures: East Meets West

Market Size and Forecast

- Key points
- Luxury market enduring significant slowdown
 - Figure 12: China – Luxury retail total market value, 2009-19
- Future growth likely stronger thanks to more millionaires
- More new luxury department stores enter the market
- Pricing remains high

Market Segmentation

- Key points
- Growth slowdown affecting sectors in different ways
 - Figure 13: China – Luxury retail market value, by broad sector, 2010-14
- Watches show the greatest decline

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High-end alcoholic drink sales weaken

Figure 14: China – Total spirits and wine and sparkling wine market values and annual growth rates, 2010-14

Cosmetics, fragrances and the luxury of pampering

Figure 15: China – Colour cosmetics and fragrances: Retail market segmentation, by value, 2009-13

Fashion and leather goods sustain good growth

Figure 16: China – Leather goods: Retail market segmentation, by value, 2010-13

Figure 17: China – Clothing: Retail market segmentation, by value, 2010-13

Figure 18: China – Footwear: Retail market segmentation, by value, 2009-13

Market Share

Key points

LVMH and Kering lead the leather goods sector

Figure 19: China – Leather goods: Company retail market share, by value (%), 2012 and 2013

Foreign brands dominate cosmetics...

Figure 20: China – Colour cosmetics: Company retail market share, by value (%), 2012 and 2013

...and fragrances

Figure 21: China – Fragrances: Company retail market share, by value (%), 2012 and 2013

Domestic brands cannot be ignored

Who's Innovating?

Key points

Adapting to the shifts in the luxury market

Companies opening more stores, deepening penetration

Brands venture into social marketing

Turning museums into shop fronts

The draw of domestic luxury brands

Burberry "pioneers" Tmall luxury

Armani goes with movie product placement

Companies and Brands

LVMH Moët Hennessy Louis Vuitton

Figure 22: LVMH: Group financial performance, 2009-13

Figure 23: LVMH: Distribution of revenues, by region, 2009-13

Figure 24: LVMH: Significance of other Asia division to segment revenues, 2010-13

Kering Luxury

Figure 25: Kering Luxury: Financial performance, 2009-13

Figure 26: Kering Luxury: Breakdown of revenue, by product category and by region, 2009-13

Figure 27: Kering Luxury: Asia-Pacific excluding Japan division share of key brand revenues, 2009-13

Coach Group

Figure 28: Coach: Group financial performance, 2009/10-2013/14

Figure 29: Coach: Group sectoral performance, 2011/12-2013/14

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Hermès Group

Figure 30: Hermès: Financial performance, 2009-13

Figure 31: Hermès: Sales, by product category, 2011-13

L'Oréal Luxe

Figure 32: L'Oréal Group: Net revenues, by division, 2009-13

Figure 33: L'Oréal Luxe: Sales, by region and product area, 2010-13

The Consumer – Key Consumer Groups

Key points

The key consumer groups

Figure 34: Target groups, June 2014

Brand Braggers

Who they are

What they like

Figure 35: Brand Braggers' definition of what luxury means to them, compared to all consumers, June 2014

Figure 36: Brand Braggers' attitudes towards what luxury means to them, compared to all consumers, June 2014

Marketing approach

Karma Queens

Who they are

What they like

Figure 37: Karma Queens' definition of what luxury means to them, compared to all consumers, June 2014

Figure 38: Karma Queens' attitudes towards what luxury means to them, compared to all consumers, June 2014

Marketing approach

Luxury Sceptics

Who they are

What they like

Figure 39: Luxury Sceptics' definition of what luxury means to them, compared to all consumers, June 2014

Figure 40: Luxury Sceptics' attitudes towards what luxury means to them, compared to all consumers, June 2014

Marketing approach

The Consumer – Definition of Luxury

Key points

Changing definitions shaping the market

Figure 41: People's definition of what luxury means to them, June 2014 and November 2013

Luxury definitions by lifestage

Figure 42: People's definition of what luxury means to them, by gender and age, June 2014

Luxury definitions change with income group

Figure 43: People's definition of what luxury means to them, by monthly household income group, June 2014

Luxury definitions change by location

Figure 44: People's definition of what luxury means to them, by city, June 2014

Figure 45: People's definition of what luxury means to them, by city, June 2014 (continued)

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Figure 46: People's definition of what luxury means to them, by city tier, June 2014

Luxury definitions among the key consumer groups

Figure 47: People's definition of what luxury means to them, by key consumer group, June 2014

Luxury definitions differ by sector

Figure 48: People's definition of what luxury means to them, by what luxury products consumers have bought in the last 18 months, June 2014

Figure 49: People's definition of what luxury means to them, by what luxury products consumers have bought in the last 18 months, June 2014 (continued)

The Consumer – Luxury Products and Brands Bought

Key points

Four out of five consumers have recently bought luxury products

Figure 50: Consumers who have bought luxury products in the last 18 months, June 2014

Figure 51: Consumers who have bought luxury products in the last 18 months, by demographics and location, June 2014

Luxury products bought

Figure 52: What luxury products consumers have bought in the last 18 months, June 2014

Luxury products bought by demographic group

Figure 53: What luxury products consumers have bought in the last 18 months, by gender and age, June 2014

Luxury products bought by income group

Figure 54: What luxury products consumers have bought in the last 18 months, by monthly household income group, June 2014

Luxury products bought by city

Figure 55: What luxury products consumers have bought in the last 18 months, by city, June 2014

Figure 56: What luxury products consumers have bought in the last 18 months, by city, June 2014 (continued)

Luxury products bought by channel

Figure 57: What luxury products consumers have bought in the last 18 months, by which channels consumers have bought luxury branded products in the last 18 months, June 2014

Figure 58: What luxury products consumers have bought in the last 18 months, by which channels consumers have bought luxury branded products in the last 18 months, June 2014 (continued)

The Consumer – Channel of Luxury Purchases

Key points

Department stores, brand websites and duty-free shops dominate

Figure 59: Which channels consumers have bought luxury branded products in the last 18 months, June 2014

Luxury purchase channels by demographic groups

Figure 60: Which channels consumers have bought luxury branded products in the last 18 months, by gender and age, June 2014

Luxury purchase channels by income groups

Figure 61: Which channels consumers have bought luxury branded products in the last 18 months, by monthly household income group, June 2014

Luxury purchase channels by city

Figure 62: Which channels consumers have bought luxury branded products in the last 18 months, by city, June 2014

Figure 63: Which channels consumers have bought luxury branded products in the last 18 months, by city, June 2014 (continued)

Repertoire analysis

Figure 64: Repertoire of which channels consumers have bought luxury branded products in the last 18 months, June 2014

Repertoire analysis by demographic group

Figure 65: Repertoire of which channels consumers have bought luxury branded products in the last 18 months, by gender and age, June 2014

Figure 66: Repertoire of which channels consumers have bought luxury branded products in the last 18 months, by monthly household income group, June 2014

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Figure 67: Repertoire of which channels consumers have bought luxury branded products in the last 18 months, by city tier, June 2014

The Consumer – Brand Awareness

Key points

Chanel tops the chart of brands consumers are aware of

Figure 68: Consumer awareness of selected leading luxury brands, June 2014

Consumer brand awareness by demographic group

Figure 69: Consumer awareness of selected leading luxury brands, by gender and age, June 2014

Consumers brand awareness by income group

Figure 70: Consumer awareness of selected leading luxury brands, by monthly household income group, June 2014

Consumers brand awareness by location

Figure 71: Consumer awareness of selected leading luxury brands, by city, June 2014

Figure 72: Consumer awareness of selected leading luxury brands, by city, June 2014 (continued)

Figure 73: Consumer awareness of selected leading luxury brands, by city tier, June 2014

The Consumer – Attitudes Towards Buying Luxury Products

Key points

Image enhancement remains the key lure of luxury

Figure 74: Consumer attitudes towards luxury brands, June 2014

Attitudes towards luxury by demographic group

Figure 75: Consumer attitudes towards luxury brands, by gender and age, June 2014

Attitudes towards luxury by income group

Figure 76: Consumer attitudes towards luxury brands, by monthly household income group, June 2014

Attitudes towards luxury by location

Figure 77: Consumer attitudes towards luxury brands, by city, June 2014

Figure 78: Consumer attitudes towards luxury brands, by city, June 2014 (continued)

Figure 79: Consumer attitudes towards luxury brands, by city tier, June 2014

The Consumer – Perceptions of Luxury

Key points

Craftsmanship and design lead perceptions of what luxury is

Figure 80: Consumer attitudes towards what luxury means to them, June 2014

Perceptions of luxury are shifting

Figure 81: Consumer attitudes towards what luxury means to them, June 2014 and November 2013

Perceptions of luxury by demographic group

Figure 82: Consumer attitudes towards what luxury means to them, by gender and age, June 2014

Perceptions of luxury by income group

Figure 83: Consumer attitudes towards what luxury means to them, by monthly household income group, June 2014

Perceptions of luxury by location

Figure 84: Consumer attitudes towards what luxury means to them, by city, June 2014

Figure 85: Consumer attitudes towards what luxury means to them, by city, June 2014 (continued)

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Appendix – Market Size and Forecast

Figure 86: China – Total historical and forecast luxury market value, 2009-19

Appendix – The Consumer – Definition of Luxury

Figure 87: People's definition of what luxury means to them, June 2014

Figure 88: Most popular people's definition of what luxury means to them, by demographics, June 2014

Figure 89: Next most popular people's definition of what luxury means to them, by demographics, June 2014

Figure 90: Other people's definition of what luxury means to them, by demographics, June 2014

Appendix – The Consumer – Luxury Products and Brands Bought

Figure 91: Consumers who have bought luxury products in the last 18 months, June 2014

Figure 92: Consumers who have bought luxury products in the last 18 months, by demographics, June 2014

Figure 93: What luxury products consumers have bought in the last 18 months, June 2014

Figure 94: Most popular what luxury products consumers have bought in the last 18 months, by demographics, June 2014

Figure 95: Next most popular what luxury products consumers have bought in the last 18 months, by demographics, June 2014

Figure 96: Other what luxury products consumers have bought in the last 18 months, by demographics, June 2014

Appendix – The Consumer – Channel of Luxury Purchases

Figure 97: Which channels consumers have bought luxury branded products in the last 18 months, June 2014

Figure 98: Which channels consumers have bought luxury branded products in the last 18 months – Bought online, by demographics, June 2014

Figure 99: Which channels consumers have bought luxury branded products in the last 18 months – Bought in China (including Hong Kong, Taiwan, Macao), by demographics, June 2014

Figure 100: Which channels consumers have bought luxury branded products in the last 18 months – Bought in another country, by demographics, June 2014

Repertoire analysis

Figure 101: Repertoire of which channels consumers have bought luxury branded products in the last 18 months, June 2014

Figure 102: Repertoire of which channels consumers have bought luxury branded products in the last 18 months, by demographics, June 2014

Appendix – The Consumer – Brand Awareness

Figure 103: Consumer awareness of selected leading luxury brands, June 2014

Figure 104: Most popular consumer awareness of selected leading luxury brands, by demographics, June 2014

Figure 105: Next most popular consumer awareness of selected leading luxury brands, by demographics, June 2014

Figure 106: Other consumer awareness of selected leading luxury brands, by demographics, June 2014

Appendix – The Consumer – Attitudes Towards Buying Luxury Products

Figure 107: Consumer attitudes towards luxury brands, June 2014

Figure 108: Most popular consumer attitudes towards luxury brands, by demographics, June 2014

Figure 109: Next most popular consumer attitudes towards luxury brands, by demographics, June 2014

Figure 110: Other consumer attitudes towards luxury brands, by demographics, June 2014

Appendix – The Consumer – Perceptions of Luxury

Figure 111: Consumer attitudes towards what luxury means to them, June 2014

Figure 112: Agreement with the statement 'Luxury is more about expressing individuality rather than fitting in', by demographics, June 2014

Figure 113: Agreement with the statement 'Luxury is about having the freedom of choice', by demographics, June 2014

Figure 114: Agreement with the statement 'Having luxury products shows that I have achieved a certain social status', by demographics, June 2014

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Figure 115: Agreement with the statement 'Having space to myself is more of a luxury than having expensive things', by demographics, June 2014

Figure 116: Agreement with the statement 'I like other people to see that I can afford to buy luxury products', by demographics, June 2014

Figure 117: Agreement with the statement 'Peace and quiet are luxuries to me', by demographics, June 2014

Figure 118: Agreement with the statement 'I identify my lifestyle with luxury brands', by demographics, June 2014

Figure 119: Agreement with the statement 'Knowing that I can afford luxury goods is more important than using them to show my status', by demographics, June 2014

Figure 120: Agreement with the statement 'I would like to have the best things money can buy', by demographics, June 2014

Figure 121: Agreement with the statement 'Only brands providing craftsmanship in production and design can be identified as luxury', by demographics, June 2014

Appendix – Further Analysis

Figure 122: Target groups, by demographics, June 2014

Figure 123: People's definition of what luxury means to them, by target groups, June 2014

Figure 124: Consumer attitudes towards what luxury means to them, by target groups, June 2014

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