

# Attitudes towards Luxury - China - July 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- **Luxury is no longer about social status and material possessions**
- **Modern luxury is more approachable and inviting**
- **Luxury jewellery and watch brands under threat from high fashion brands**

This Report reveals the changing attitudes among consumers to luxury products and services, and how those attitudes are being shaped by greater sophistication gained from more exposure to luxury brands.

The Chinese luxury market keeps growing as Chinese consumers' passion for buying luxury remains high. But consumer attitudes towards luxury varies significantly according to their knowledge and expectations towards the luxury category, brands, and products. Luxury brands should pay attention to an evolution in China in the value of luxury, as it shifts from something that is used to display status and show off towards an expression of individuality, as millennials become the major buyers. Leading brands have invested heavily in various social media platforms and online channels to interact with younger consumers and make themselves more approachable.

Although the hard luxury segment has recovered from the anticorruption policy of recent years, traditional jewellery and watch brands are facing some difficult headwinds from luxury fashion brands entering the high jewellery market and a lack of appreciation of heritage and techniques in production among Chinese consumers.

Going forward, luxury fashion houses will need to have strategies in place to capture the rising younger luxury consumers with respect to strong brand identity, better product assortments, and more customisation options. Furthermore, investing in omni-channel remains important for luxury brands, particularly for hard luxury brands that lag behind."



"With the Chinese luxury market maturing, Chinese consumers are now seeking help from luxury brands to make a personal statement that shows their unique identity and better reflects their personality."

– **Summer Xia, Research Analyst**

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- **What you need to know**
- **Covered in this report**
- **Definition**

### EXECUTIVE SUMMARY

- **The market**
- **The consumer**
- **Buying luxury more for themselves rather than for others**  
Figure 1: Luxury buyers, June 2016, February 2017 and April 2019
- **Luxury beauty outperforms, fashion clothing and jewellery remain popular**  
Figure 2: Luxury products or services bought, February 2019
- **Department stores are losing favour**  
Figure 3: Purchase channel of luxury products, April 2019
- **Willing to pay for big luxury brand names**  
Figure 4: Reasons to buy luxury jewellery or timepieces, April 2019
- **Cartier takes the lead in hard luxury**  
Figure 5: Popular hard luxury brands of jewellery or timepieces buyers, April 2019
- **Second-hand luxury market is just starting out**  
Figure 6: Attitude towards second-hand luxury, April 2019
- **What we think**

### ISSUES AND INSIGHTS

- **Luxury is no longer about social status and material possessions**
- **The facts**
- **The implications**  
Figure 7: Streetwear elements and design in luxury brands
- **Modern luxury is more approachable and inviting**
- **The facts**
- **The implications**
- **Luxury jewellery and watch brands under threat from high fashion brands**
- **The facts**
- **The implications**  
Figure 8: Price of channel and tiffany & Co.'s earrings, June 2019

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### MARKET OVERVIEW

- **Positive outlook for luxury market in China**
- **Sales of major luxury conglomerates and brands**
- LVMH
- Kering
- Richemont
- Swatch Group
- Hermès
- Prada Group
- Tiffany & Co.

### MARKET FACTORS

- **Rich population is growing fast**  
Figure 9: High-net-worth individuals in china, 2008-2017
- **Tax and regulations to boost domestic consumption**
- **Travel and luxury shopping remain popular**
- **Online channel opens up new possibilities**

### LUXURY MARKETING

- **Interactive WeChat to better connect with consumers**
- **Tell the history and story of luxury brands**
- **Collaboration and pop-ups to grab attention**  
Figure 10: Dior X KAWS SKP pop-up store at Beijing SKP
- **Culture sells but better understanding of the subtlety and nuances of Chinese culture needed**  
Figure 11: Ad campaigns of Dolce & Gabbana and Burberry  
Figure 12: Miu Miu Club Shanghai, November 2018

### THE CONSUMER – WHAT YOU NEED TO KNOW

- **Men catch up in luxury purchase**
- **Post-80s are more into luxury purchase, while post-90s have great potential**
- **Brand physical stores still dominate luxury market**
- **Famous luxury brands take all**
- **European luxury still leads the brands list**
- **Demanding more customised luxury**

### LUXURY BUYERS

- **Luxury consumption remains strong in China**  
Figure 13: Luxury buyers, June 2016, February 2017 and April 2019
- **Luxury is no longer reserved for the rich**  
Figure 14: Luxury buyers, by monthly personal income, April 2019

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Watch out for self-indulgent young luxury shoppers**  
Figure 15: Luxury buyers, by generation, April 2019
- **Young men have great potential in luxury**  
Figure 16: Luxury buyers, by gender, June 2016, February 2017 and April 2019
- **Consumers in South and Mid-west are attracted to luxury**  
Figure 17: Luxury buyers, by region, February 2017 and April 2019
- **Civil servants are becoming open-minded on luxury**  
Figure 18: Luxury buyers, by company type, February 2017 and April 2019

## ITEMS PURCHASED

- **Beauty leads in luxury goods purchase**  
Figure 19: Luxury products or services bought, February 2019
- **Home products might be the next star in luxury**
- **Hard luxury is giving way to the small indulgences**  
Figure 20: Luxury products or services bought, June 2016 and April 2019
- **High income consumers want luxurious aura both at home and on the road**  
Figure 21: Luxury products or services bought, by monthly personal income, April 2019
- **Women buy more in all luxury categories**  
Figure 22: Luxury products or services bought, by gender, April 2019
- **Post-90s fancy beauty products and jewellery**

## PURCHASE CHANNEL

- **Offline brand store is a must**  
Figure 23: Purchase channel of luxury products, April 2019
- **Jewellers and timepieces should consider investing in omni-channel**  
Figure 24: Purchase channel of luxury products, April 2019
- **Plenty of room to grow for official retail channels**  
Figure 25: Purchase channel of luxury products, April 2019
- **WeChat applets on the rise**  
Figure 26: Purchase channel of luxury products, WeChat applet, by monthly personal income, April 2019
- **High earners also purchase more on the online channel**  
Figure 27: Purchase channel of luxury products, online channel, by monthly personal income, April 2019

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## PURCHASE INFLUENCERS

- **Jewellery and timepieces**
- **Brand name and craftsmanship are most important**  
Figure 28: Reasons to buy luxury jewellery or timepieces, April 2019
- **Craftsmanship is more effective in driving jewellery purchase than in timepieces**
- **Men are more interested in brand history and techniques**  
Figure 29: Reasons to buy luxury jewellery or timepieces, by gender, April 2019
- **Investment value drives hard luxury purchase**  
Figure 30: Reasons to buy luxury jewellery or timepieces, by generation, April 2019  
Figure 31: Reasons to buy luxury jewellery or timepieces, by monthly personal income, April 2019
- **Impact of other demographics on reasons to purchase hard luxury**
- **Fashion products**
- **Brand history does not really sell in luxury fashion**  
Figure 32: Reasons to buy luxury fashion products, April 2019  
Figure 33: Rank of purchase influencers of fashion products and jewellery/timepieces, April 2019
- **Unique design remains the key to appeal to younger consumers**  
Figure 34: Reasons to buy luxury fashion products, by generation, April 2019
- **Tier-one-city consumers delve into the raw materials used**

## JEWELLERY AND WATCH BRANDS LAST BOUGHT

- **Cartier dominates hard luxury market**  
Figure 35: Hard luxury brands last bought, mentioned by more than 1% of jewellery or timepieces buyers, April 2019
- **European luxury brands are sought-after in China**  
Figure 36: Origin of the hard luxury brands last bought, by brand origin, April 2019
- **Chinese jewellers start to break into luxury jewellery list**
- **Men's interest in technical specifications reflects brand preference in hard luxury**
- **Strengths and weaknesses of hard luxury brands**  
Figure 37: Purchase influencers of luxury jewellery or timepieces, by brand last bought, selected brands, April 2019
- **Cartier**
- **Tiffany & Co.**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- CHANEL
- ROLEX
- GUCCI
- BVLGARI
- Longines
- Chow Tai Fook

## LUXURY PURCHASE TRENDS

- **Buying luxury is new normal**  
Figure 38: Necessity of luxury in life, February 2017 and April 2019
- **Luxury shoppers are open to luxury products and luxury experiences**  
Figure 39: Interest in luxury branded products vs luxurious experiences, February 2017 and April 2019  
Figure 40: Interest in luxury branded products vs luxurious experiences, by whether have bought luxury products or services in the past 18 months, February 2017 and April 2019
- **Niche luxury brands are losing their mojo**  
Figure 41: Preference for brand type, February 2017 and April 2019  
Figure 42: Reasons to buy hard luxury and luxury fashion products, by brand recognition preference, April 2019  
Figure 43: Brunello Cucinelli and Liu Tao
- **Still a long way to go for second-hand/vintage luxury in China**  
Figure 44: Acceptance of second-hand luxury, April 2019  
Figure 45: Acceptance of second-hand luxury, by monthly personal income, April 2019
- **Customisation in luxury will be the next trend**  
Figure 46: Attitude towards customisation, February 2017 and April 2019  
Figure 47: Attitude towards customisation, by city tier, February 2017 and April 2019  
Figure 48: Attitude towards customisation options, April 2019

## APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.