

中国市场概览 China Market Overview



The Rich

There are 2.9 million people in China who own over 6 million RMB assets. And the number of them increased 100 thousand by 3.6% this year. Hurun has predicted that the number of people possessing over 6 million RMB assets in China will be 3.35 million in three years.

Assets (¥)	Number of People	Change Rate
>10 billion	300	+7.1%
>2 billion	3,200	+6.7%
>1 billion	8,300	+2.5%
>100 million	67,000	+3.9%
>10 million	1,090,000	+3.8%
>6 million	2,900,000	+3.6%

Tangible Assets	Number of People	Intangible Assets	Number of People
>10 billion	140	>10 billion	160
>2 billion	1,018	>2 billion	2,200
>1 billion	2,800	>1 billion	5,500

People Possessing over ¥ 6 Million Assets

Average Age: 38; Male : Female=6:4; Annual Income> ¥ 500 ths

Tier 1 city	1,145,710
Tier 2 city	754,560
Tier 3 city	999,730
Total	2,900,000

People Possessing over ¥ 100 Million Assets

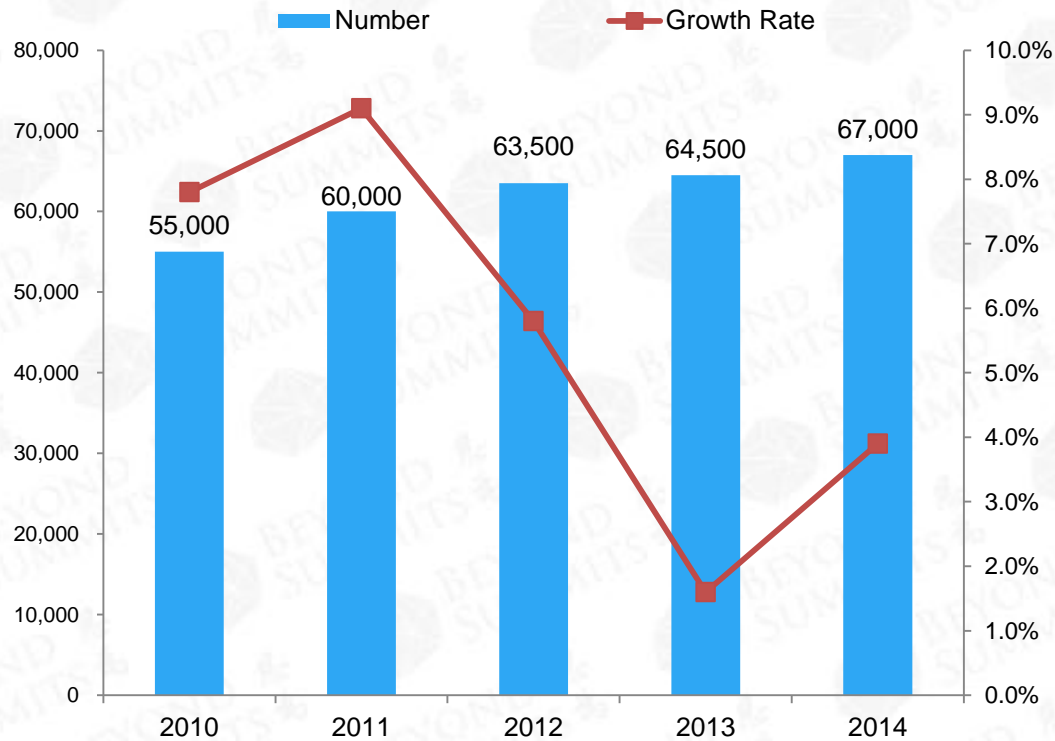
Average Age: 39; Male : Female=7:3; Annual Income> ¥ 500 ths

Tier 1 city	26,100
Tier 2 city	20,650
Tier 3 city	20,250
Total	67,000

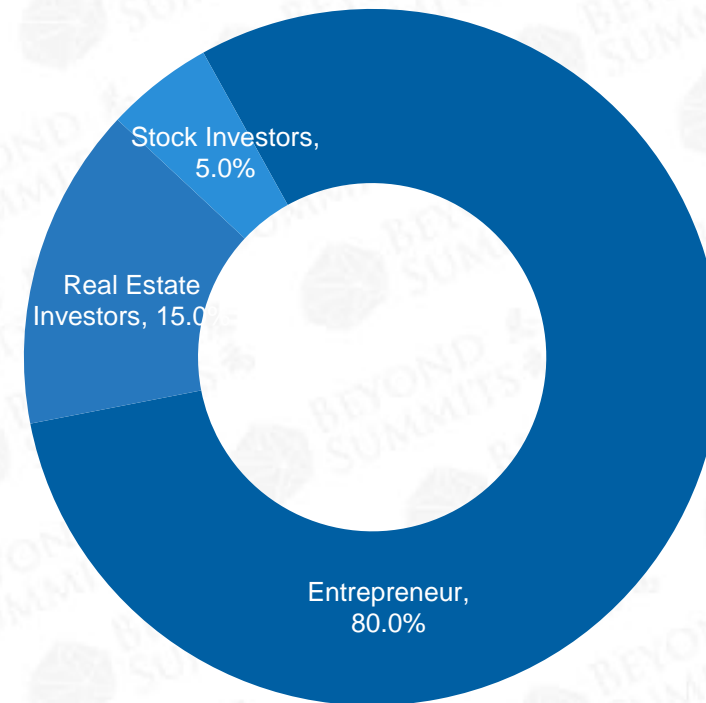
Source : Hurun

The number of high-net-worth individuals has increased rapidly during 2009 and 2012 at the rate of 5%. Affected by economic downturn, the number of high-net-worth individuals only had rose 1.6% in 2013, the lowest rate in last five years. And the increasing rate recovered in 2014.

The Number & Growth Rate of China High-net-worth Individuals (2014)



Occupation Distribution of China High-net-worth Individuals (2014)

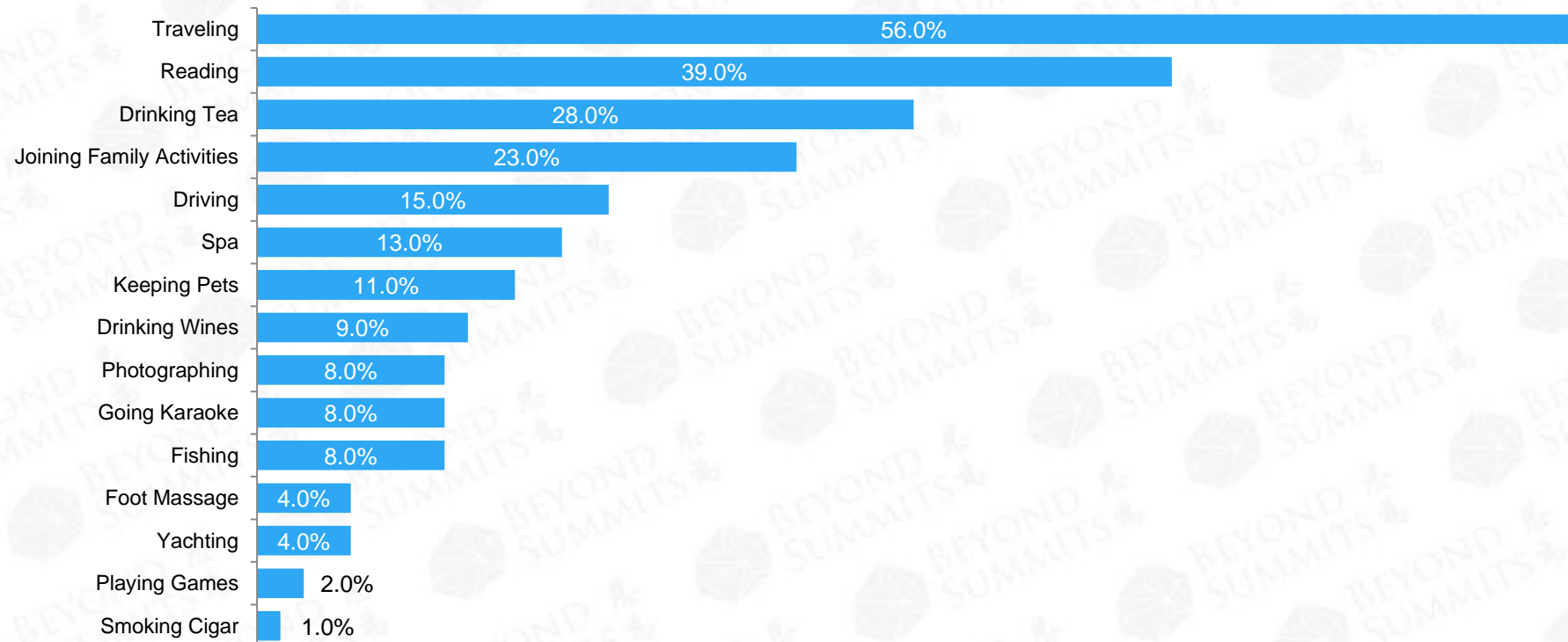


Source : Hurun

High-net-worth Individuals: people possessing total assets (tangible assets and financial assets) over 100 million

Travelling and reading for entertainment are top 2 choices of the majority of the rich. Other three entertainments on the top 5 list are drinking tea, joining family activities and driving. Unlike traveling, the proportions of other 4 options have decreased, indicating their entertainments tend to be decentralized.

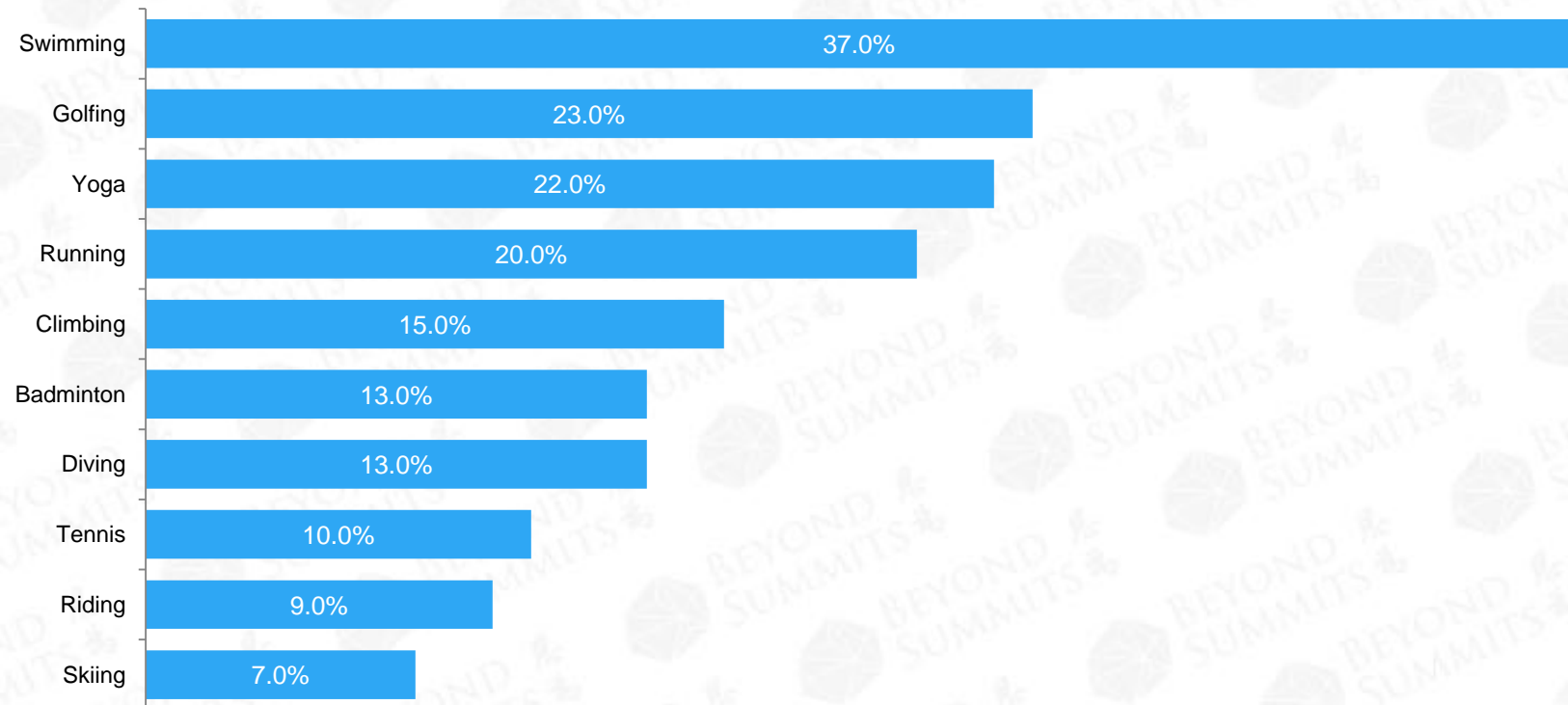
Most Popular Entertainments Among the Rich



Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2014*

Swimming is the favorite sports for the rich. Running becomes popular and replaces playing badminton on the top 5 list. Golfing still ranks the second but the percentage decreases 17%. Yoga and Climbing are still on the top 5 list.

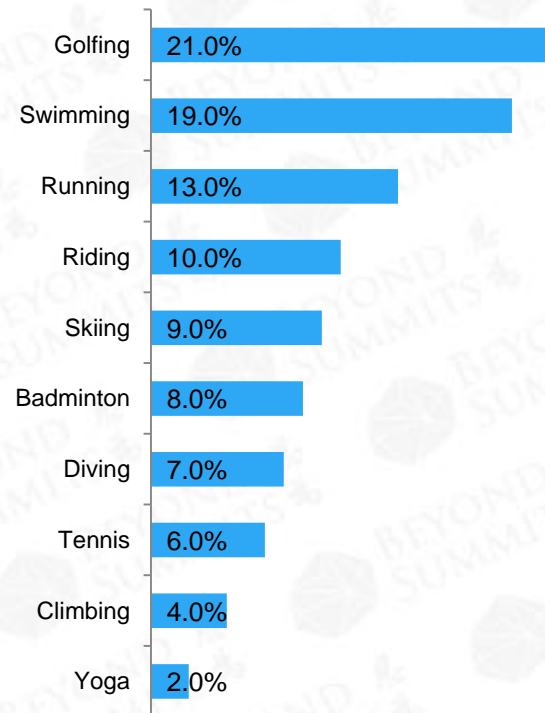
Most Popular Sports Among the Rich



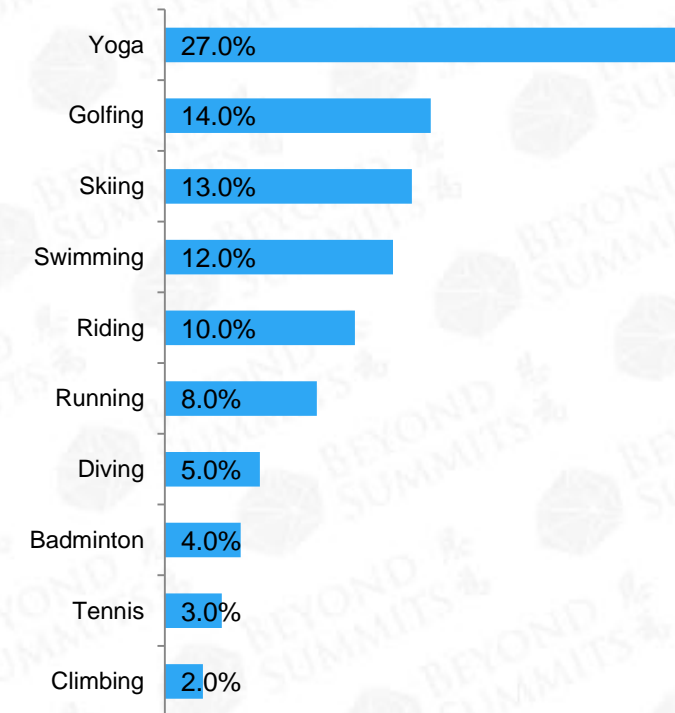
Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2014*

Wealthy men prefer running and playing golf while wealthy women love yoga and skiing. Recently, running is a new trend as a healthy and convenient exercise, and the rich are enthusiastic about it.

Most Popular Sports Among Rich Men (2015)



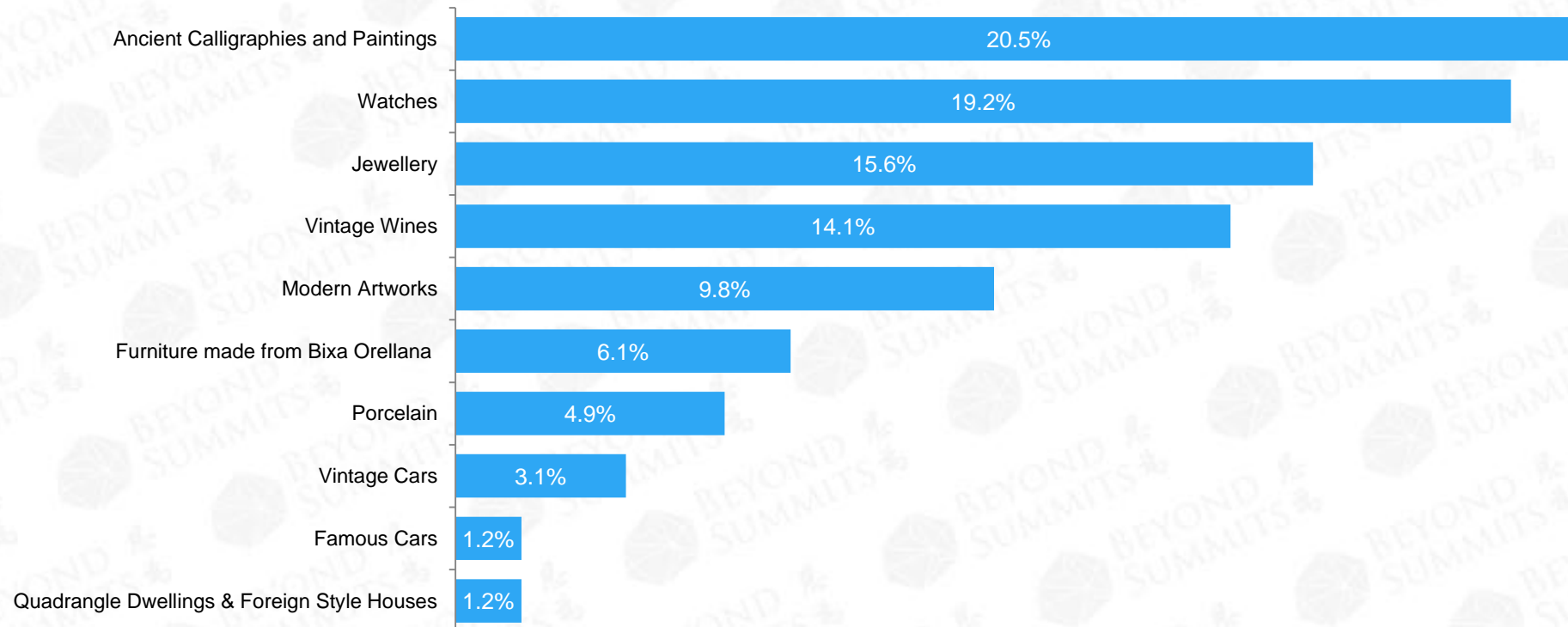
Most Popular Sports Among Rich Women (2015)



Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

70% of the rich like collections in 2015. Furniture made of bixa orellana and vintage cars are on the top 10 list of collections this year. 60% of wealthy people buy collections by themselves or via agents, and 15% buy through auction company. Guardian and Poly are two most welcomed auction companies.

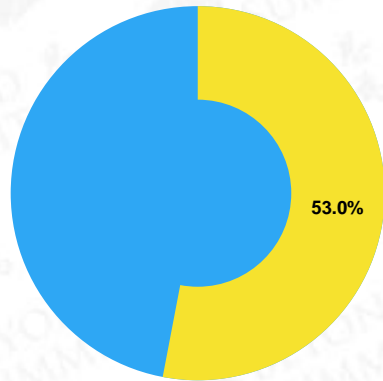
Collection Categories of the Rich



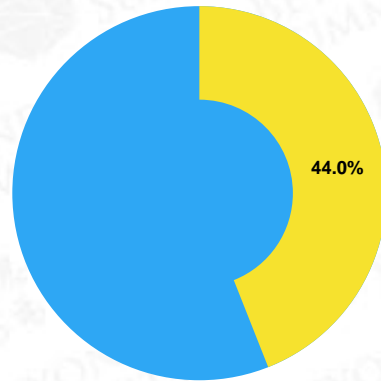
Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2014*

Social media, such as Weibo and Wechat, is the major channel for the rich to acquire information, accounting for 53% of total approaches. TV and newspaper, two traditional information channels for the rich, rank the second and the third after social media.

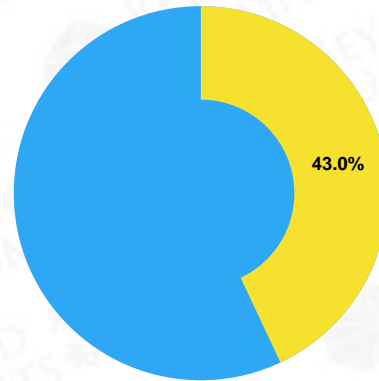
Social Media



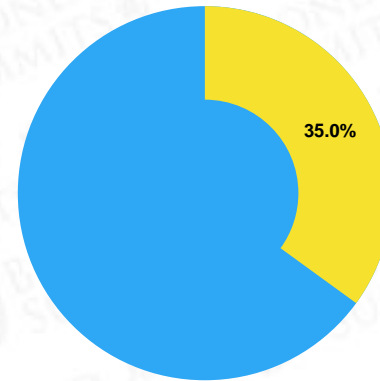
TV



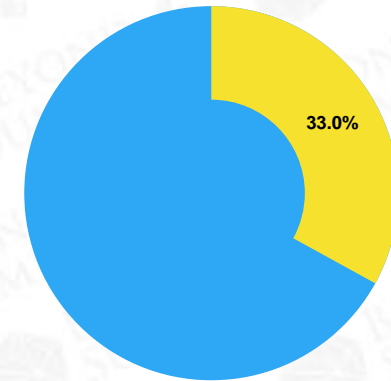
Newspaper



Social Activity



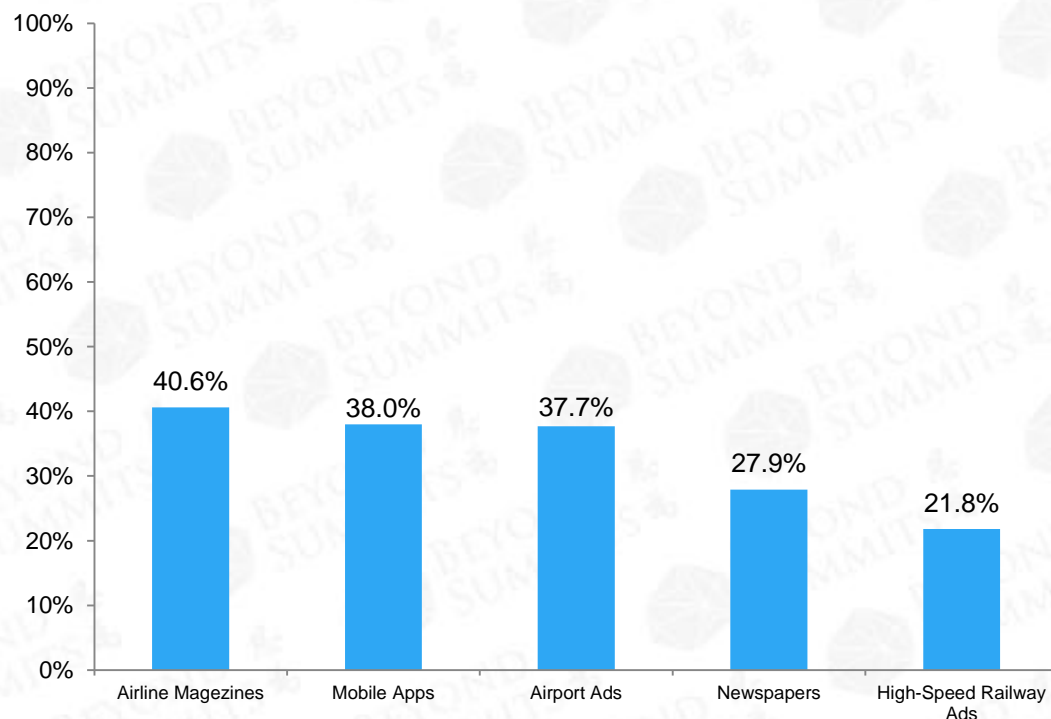
Magazine



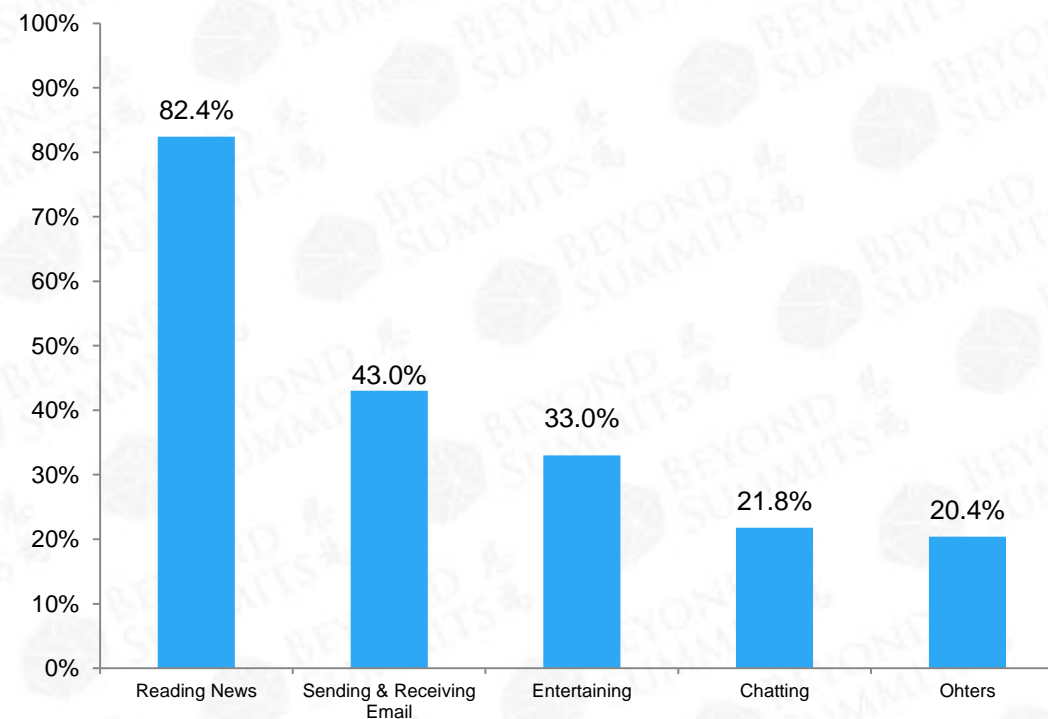
Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2014*

Mass affluent individuals focus mainly on airline magazines (40.6%), mobile apps (38.0%) and airport ads (37.7%) during their business trips. According to the survey, 82.4% of mass affluent individuals surf the Internet for reading news.

Favorite Media of Mass Affluent Individuals During Business Trips (2014)



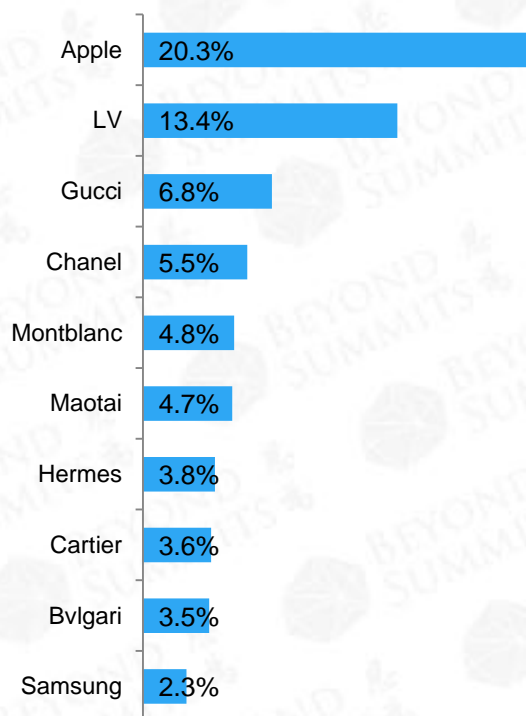
Online Behaviors and Purposes of Mass Affluent Individuals (2014)



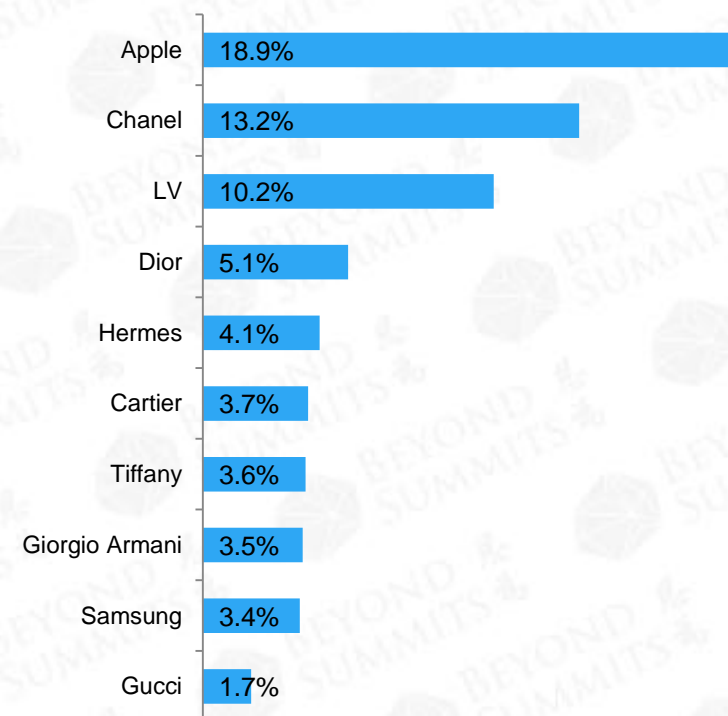
Source : Forbes, *China Mass Affluent Individuals White Paper 2015*

Samsung and Apple have become popular in gift-giving brands. Maotai is the only Chinese brand on the top 10 gift-giving brands from rich men. Chanel, accounting for 13% of these brands, was the favorite gift-giving brand from rich women in previous years and exceeded by Apple. Besides, Dior has been increasingly popular.

Top 10 Gift-giving Brands from Rich Men (2015)



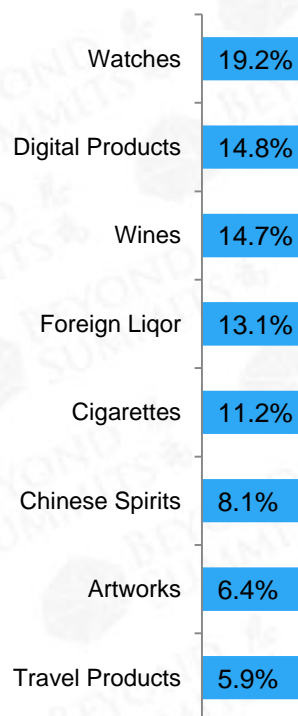
Top 10 Gift-giving Brands from Rich Women (2015)



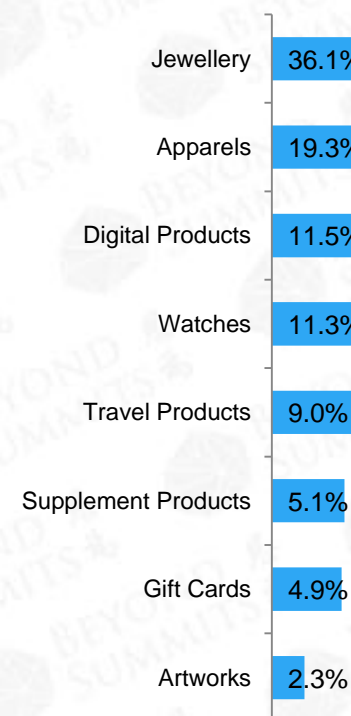
Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Digital products have exceeded wines and foreign liquor, and becomes the second favorite gift-giving choice for men among the rich. Jewelry has been the most popular gift category for women, over 35% of total gifts. And the rich women tend to give more apparel as a present, followed by digital products.

Top 10 Gift Categories for Men from the Rich (2015)



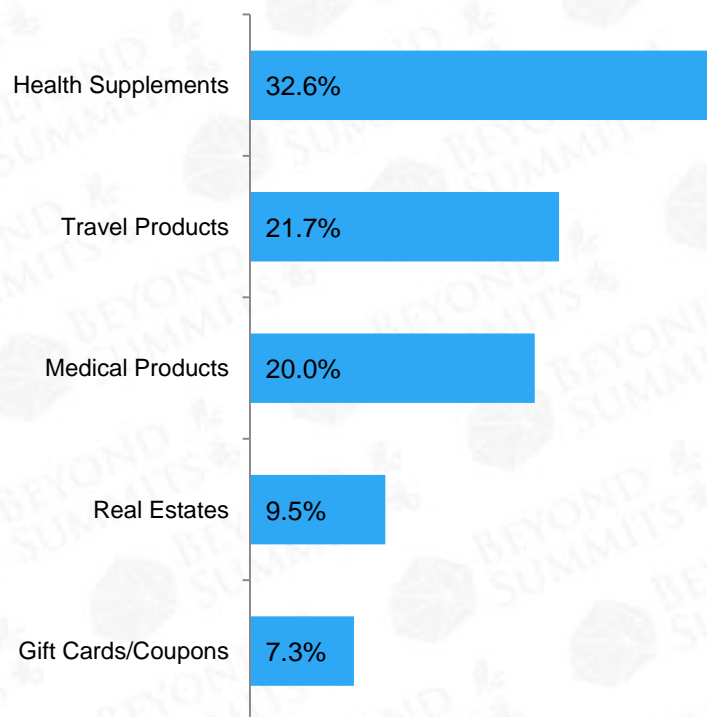
Top 10 Gift Categories for Women from the Rich (2015)



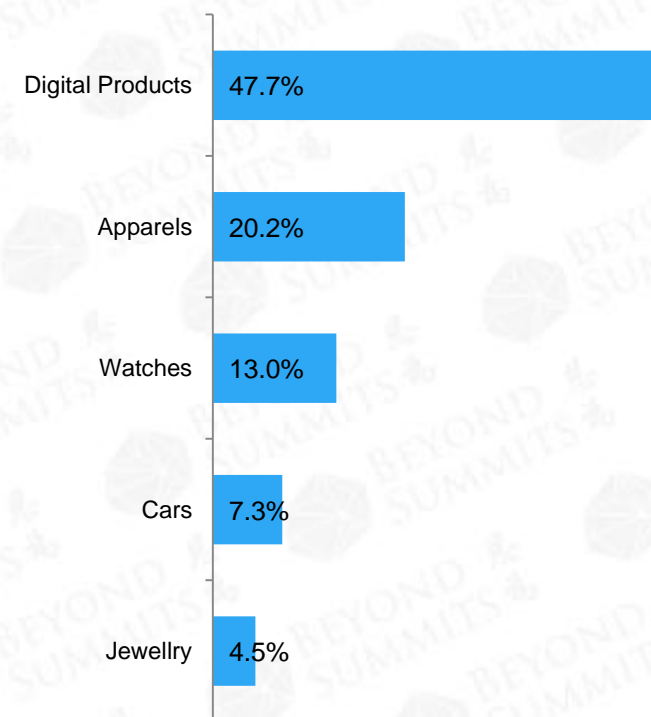
Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

The rich prefer to gift the elders with travel products and medical products, which indicates their interests in new health regimen. Almost half of the rich give digital products for their kids as gifts.

Gifts for the Elder (2015)



Gifts for Children (2015)



Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Appendix: Hurun Best of the Best Awards 2015 – Products for Personal Use

Best Brand for Gifting by Men	Apple
Best Brand for Gifting by Women	Apple
Best Jewellery Brand	Bvlgari
Best Watch Brand	Patek Philippe
Best Watch with High Complications	Patek Philippe
Best Jewelry Watch	Cartier
Best Jade	Cui Huang Ge
Best Luxury Writing Instrument	Montblanc
Best Fashion Label For Men	Hugo Boss
Best Bespoke Menswear Brand	Kevin Kelly
Best Fashion Label For Women	Chanel
Best Accessory for Men	Giorgio Armani
Best Accessory for Women	Chanel
Best Luxury Furniture Experience Center	JSWB
Best Furniture Brand	Armani/Casa
Best Mattress Brand	Hästens
Best Kitchen Appliance Brand	Miele
Best Luxury Bathroom Brand	Kohler
Best Piano Brand	Steinway & Sons
Best Camera Brand	Canon
Best High-Tech Multi-Functional Electric Shaver	Philips

 Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Appendix: Hurun Best of the Best Awards 2015 - Transportation

Best Luxury Car Brand	BMW
Best Super Luxury Executive Car	Rolls-Royce Phantom
Best Luxury Executive Car	Audi A8L
Best Executive Car	Mercedes-Benz E-Class
Best Super Luxury Car for Self-Drive	Rolls-Royce Wraith
Best Supercar	Ferrari California T
Best High Performance Sports Car	BMW M3
Best Luxury Cabriolet	Jaguar F-type
Best Luxury SUV	BMW X5
Best Luxury All-Terrain SUV	Jeep Grand Cherokee
Best Luxury MPV	Toyota Alphard
Best Motor Sports Experience Circuit	Goldenport
Best Business Jet Brand	Gulfstream
Best Ultra Long Range Business Jet	Dassault Falcon 7X
Best Large Size Business Jet	Embraer Legacy 650
Best Light Single Engine Helicopter	Bell 505
Best Business Jet Operator	Deer Jet
Best Business Jet Financier	Minsheng Financial Leasing
Best Luxury Yacht	Ferretti

 Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Appendix: Hurun Best of the Best Awards 2015 – Alcohol & Cigarette

Best Premium Imported Spirits Brand	Hennessy
Best Premium Whisky	Royal Salute
Best Single Malt Whisky	Macallan
Best Ultra Luxury Whisky	Royal Salute 62 guns
Best Cognac Brand	Martell
Best Champagne Brand	Perrier-Jouët
Best Prestige Cuvee Champagne	Perrier-Jouët Belle Époque
Best Chinese Ice Wine	Sunny Valley
Best Chinese Spirits	Moutai
Best Premium Cigarette	Chunghwa
Best Cigar Brand	Davidoff

 Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Appendix: Hurun Best of the Best Awards 2015 – Hotel

Best Luxury Hotel Brand	Peninsula
Best Luxury Boutique Hotel Brand	Aman Resorts
Best Luxury Hotel in Beijing	China World Summit Wing
Best Luxury Hotel in Shanghai	The Peninsula Shanghai
Best Luxury Hotel in Guangzhou	The Ritz-Carlton, Guangzhou
Best Luxury Hotel in Shenzhen	The St. Regis Shenzhen
Best Luxury Hotel in Foshan	The InterContinental Foshan Hotel
Best Luxury Hotel in Chengdu	The Diaoyutai Boutique Chengdu
Best Luxury Hotel in Changsha	Changsha Wanda Vista
Best Luxury Hotel in Kunming	The InterContinental Kunming Hotel
Best Luxury Hotel in Lijiang	Banyan Treet Lijiang
Best Moganshan Luxury Destination	Naked Resort
Best Luxury Hotel in Hangzhou	Four Seasons Hangzhou
Best Luxury Hotel in Nanjing	Sofitel Nanjing Zhongshan Golf Resort
Best Luxury Hotel in Suzhou	Shangri-La Hotel Suzhou
Best Luxury Hotel in Hainan	The St. Regis Sanya Yalong Bay Resort
Best Luxury Hotel in Hong Kong	Four Seasons Hotel Hong Kong
Best Luxury Hotel in Macao	Four Seasons Macao

 Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Appendix: Hurun Best of the Best Awards 2015 – Tourism Destination

Best International Luxury Travel Destination	Australia
Best Domestic Luxury Travel Destination	Sanya
Best International Business/First Class	Singapore Airlines
Best North American Airline Serving China	United Airlines
Best Domestic Business/First Class	Air China
Best London Luxury Shopping Destination	Harrods
Best Hong Kong Luxury Shopping Destination	Pacific Place
Best Specialised Watch Retailer in London	Marcus Watches
Best Specialised Watch Retailer in US	Tourneau
Best New York Luxury Shopping Destination	Bergdorf Goodman
Best Paris Luxury Shopping Destination	Galleries Lafayette

 Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Appendix: Hurun Best of the Best Awards 2015 –Finance & Art

Best Tax Refund Brand	Global Blue
Best Luxury Travel Retailer	DFS
Best Domestic Private Bank	China Merchants Bank
Best Foreign Bank for Personal Banking	HSBC
Best Offshore Private Bank for Ultra High Net Worths	UBS
Best Offshore Private Bank	UBS
Best Bank for Global Chinese in US	East West Bank
Best Independent Financial Adviser	Noah Wealth Management
Best Credit Card	China Merchants Bank
Best International Credit Card	Visa
Best International Auction House	Christie's
Best Domestic Auction House	Guardian Auction
Best Art Media	Artron

 Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

Appendix: Hurun Best of the Best Awards 2015 – Overseas Study

Best Country for Overseas Study	US
Best Country for Overseas Study (Senior High School or Below)	UK
Best Country for Overseas Study (Bachelor Degree or Above)	US
Best High-end Agency of Overseas Study	BE Education
Best Agency of Overseas Study to US	Shinyway
Best Agency of Overseas Study to Switzerland	Haiyi
Best EMBA	Fudan University
Best Global CEO Programme	Cheung Kong GSB
Best Finance EMBA	PBC School of Finance, Tsinghua University
Best Post-EMBA	Peking University
Best International EMBA	HKUST Business School

Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2015*

2015 China Overview, covering Chinese economy, media and markets, is a set of yearly research report conducted and published by Beyond Summits Ltd, a leading all-media total solution provider focused on cross-border brand building & destination marketing in China. This report aims to summarize domestic industries' status in 2015, introduce Chinese market knowledge to overseas stakeholders, and propose Chinese market insights. The whole set of China Overview includes 20 sub-topics including economy, city, people, the rich, luxury, investment, auto, tourism, immigration and cross-border business, as well as Chinese all media, internet, mobile internet, social media, TV, radio, print, OOH, movie and airport.

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