



## 4 Things To Know About The Chinese Luxury Consumer

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Source: MediaPost

China currently accounts for 32% of all global luxury purchases, and, as a result, the top luxe brands should take into account the following four points about the Chinese luxury market:

### 1. Chinese consumers don't care about brand legacy.

According to a recent McKinsey study, Chinese consumer is more concerned with value and quality rather than brand origin. In China, it is Millennial Chinese who are buying luxe goods. With a global mindset and an awareness of the "price-value equation", they aren't dazzled by preeminent luxury brands. For instance, Tiffany & Co. only found traction in China after it introduced cheaper items aimed at young buyers.

### 2. Chinese luxury brands are coming on strong.

China's economy is booming, and its consumers are understandably proud of the quality and cachet that their homegrown brands have achieved. The Chinese government has accelerated this shift to domestic brands, in part by making harder for consumers to move money overseas; thus, these brands are more attractive to the local consumer.

### 3. Millennials in China are digital first.

Unlike past generations, Chinese Millennials are constantly receiving new information and recommendations about products and brands. Recommendations in particular seem to carry weight in this market.

### 4. Mobile video is the prime platform.

Another difference in the Chinese market is that mobile video is the main event, not a side-show. This year, Chinese consumers will spend more time with mobile video than TV, according to eMarketer, with 60% of total media ad spending in China.