

I Consumatori Cinesi del Lusso: le nuove regole di mercato

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Cina 2017, Scenari e prospettive per le Imprese
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财富品质研究院
FORTUNE CHARACTER INSTITUTE

Agenda

- Mercato del Lusso (Interno, Esterno)
- Consumatori del Lusso (Chi sono)
- I Marchi preferiti (Cosa comprano)
- Canali Retail (Dove comprano)
- Rapida Evoluzione (Quando, Come, Perché)

Trend

Mercato Lusso Cinese

- 30% dei consumi Lusso → 44% (2025)
- + Consumi interni → +100% (2025)
- HNWI's (7,6m HH) → doppio consumi annui HH F, I
- Dal 2008 raddoppiato nr. persone interessate all'acquisto prodotti di Lusso
- Maturazione, esperienza

Trend

Mercato Lusso Cinese

- Classe media → Premium-izzazione
- Qualità, Prezzo
- Marchi internazionali, marchi locali
- + *Self-confidence*, gusto individuale
- Salute, sport, famiglia, viaggi
- *Brand Experience*
- *Word-of-mouth*
- Gen. X, Y → mobile commerce, social media

Ricchi e Milionari



- Milionari: 60% età media di 43 anni
- Nuovi ricchi: 1 Mil età media di 39 anni

Età Media più bassa



Dove sono i nuovi consumatori Cinesi?

-> Numero di milionari nelle principali provincie



Rank	Provincia	Numero di milionari	%
1	Municipalità di Pechino	170.000	17.70%
2	Guangdong	157.000	16.40%
3	Municipalità di Shanghai	132.000	13.80%
4	Zhejiang	126.000	13.10%
5	Jiangsu	68.000	7.10%
6	Fujian	36.000	3.80%
7	Shandong	33.000	3.40%
8	Liaoning	29.000	3.00%
9	Sichuan	24.000	2.50%
10	Henan	16.500	1.70%
	Altre	168.500	17.60%

Fonte: Hurun Report 2011

Regioni con la maggior crescita: numero di milionari

- Regioni
- Quelli con crescita maggiore: Changsha, Chengdu, Chongqing, Wuhan, Xi'An
- Ciascuna avrà almeno 2m HNWIs entro 2030

Hurun Report 2016

Regali Preferiti - Uomini

MARCHI:

- Apple
- LV
- Gucci
- Cartier
- Dior
- Moutai
- Mont Blanc
- Chanel
- Hermès, Bulgari, Tiffany, Samsung

CATEGORIE:

- Orologi
- Elettronica
- Vino Rosso
- Liquori locali
- Liquori int'l
- Moda
- Accessori
- Arte
- Viaggio voucher

Hurun Report 2016

Regali Preferiti - Donne

- **Marchi:**

- Chanel
- LV
- Apple
- Cartier
- Tiffany
- Hermès
- Gucci
- Dior, Bulgari
- Samsung

- Gioielli

- Cosmetica

- Accessori Moda

- Moda

- Elettronica

- Orologio

- Viaggio voucher

- Carte prepagate

- Arte



I Consumatori - Stili di Vita

- Grandi utilizzatori di internet
- Acquista beni di lusso → successo, premio
- Motivazione → affermazione status sociale, buon gusto
- Sempre più intenditore, sofisticato
- Stile individuale, distinguersi, prodotti veri
- Internazionale
- 78% acquisti lusso avvengono all'estero (+12%)



Un Mosaico di Domanda

Segmenti sono frammentati:

- 1. Sofisticati, Fascia 1 (*early adopters*)
- 2. Giovani aspirant, Fascia 1
- 3. Professionisti → Mega-brand
- 4. UHNWI → No-logo
- 5. Nuovi ricchi, millennials Fascia 2,3

Figure 54: The Sophisticated Consumer – “I want to be unique”



- Mrs X
- 32 years old, married without children
- Entrepreneur
- Lives in Dalian (Tier 1)
- Annual income: RMB2m (EUR240k)
- Extensive travel overseas (2-3 times a year)



Hello Mrs X. May we ask you a few questions?

Sure, no problem. Maybe we can walk together to Tod's.
I have already been to Prada and Ferragamo. A productive afternoon!

Are you travelling with your family?

No, on my own. And I have decided to spoil myself with a few gifts .. Well deserved gifts.
You know, I have my own company. A packaging business.
I am married, but independent. And since I still do not have children, I can travel easily
and buy everything I want. The "AA" spending system, we call it in China. It is becoming
very popular with young couples!

Do you come often to Europe?

I travel overseas two or three times a year. My first choice is always Paris, I love Paris!
Sometimes I travel to the US. I really like shopping abroad. It is so advantageous.
Every Chinese knows that prices are lower in Europe. This is why I never buy luxury products in
Mainland China ... but there are many people carrying luxury shopping bags in my city.



Dare we ask what you have bought today?

Handbags and shoes. This is my passion. Of course, I love jewellery and watches,
but - like most women - I expect my husband to buy those for me.
Prada, Dior and Tod's are my favourite brands. I am a loyal client. You can see it
for yourself (*while showing us her shopping bags*): I only buy their products.
Their style does really suit me. Burberry bags are also good. But not their RTW:
I find that it makes me look older!



Figure 55: The Aspirational Consumer – “I am not rich ... but I save for my dream bags”



- Miss W
- 26 years old, single
- Flight attendant
- Lives in Beijing (Tier 1)
- Annual income: RMB150k (EUR18k)
- Extensive travel overseas

Hello Miss W. Do you have time for a few questions?

Yes, sure. It is already more than 30 minutes that I have been queueing to get into the Chanel shop!

Are you on holiday?

No, I have come to Paris for work. I am a flight attendant for one of the major national airline companies. I have travelled to so many places around the world .. But Paris is the city I always long to go!



Paris, la ville lumière ...

Yes! And the best place to do shopping! Every time I come here, I buy some luxury product. Prices are much lower than in China. I am not rich .. But I save for my dream bags!



vs.

You always make your purchases abroad?

Yes, I never purchase luxury goods in China. Maybe some super rich people would, but not me.

By the way, you look really fashionable. I really like your Chanel!

Chanel is by far my favourite brand. Aside from Chanel, I like Prada's handbags, Tod's for shoes as well as Ferragamo. As for jewellery and watches, I really like Cartier. But I would not buy myself a necklace or a ring ... I hope to be offered





PGDS Consulting



I Consumatori Cin

Figure 56: The Man of Business: “When it comes to gifting ... products with big logos”



- Mr L
- 35 years old, married with one child
- CEO of two companies
- Lives in Guangdong province
- Annual income: RMB1.5 to 2.5m (EUR180k-300k)
- Extensive travel overseas (c.10x a year to Europe)

Hello Mr L. Could we ask you a few questions if you are not in a rush?

Please do. I still have a few hours before my next meeting. I was trying to find some gifts to take back home.



Do you come often to Europe for work?

Yes, at least 10 times a year. I manage two companies in Guangdong. Furniture imports. I need to come to Europe quite often. But this is my first time in Paris!

Who are you buying gifts for?

Friends and business partners. In fact, partners are also friends. We have been in business together for several years now. But we do not deal with government agencies.



Any idea already of what you will buy?

I always tend to choose the same brands when it comes to gifting. Definitely Louis Vuitton, especially the products with big logos. I bet you find someone in China who does not know LV. Everyone knows Louis Vuitton, even the farmers! I also like Fendi for handbags and Ferragamo's shoes.





Figure 57: The Super-Rich: “I do not know how much I spend .. but definitely a lot!”



- Miss Z
- 26 years old, single
- Unemployed
- Lives in one of main tier 1 cities
- Annual income: Second generation of a gold mine owner (RMB billionaire)
- Limited overseas travels

Hi Z., how are you? Long time since we last met!

Hey, nice to hear from you! I have actually just come back from the US. We went to visit my sister - she is a college student - and spent Christmas time there. It was great!!

Do you often travel overseas?

Not really ... After finishing my studies in Europe, I have come back to China. I am planning to open my own bakery chain, but it is taking quite some time ... Anyway, no, I'm not travelling that often. Last time it was back in 2001. We went to Switzerland, a trip organized by a major Chinese bank for its VIP clients.

You are already the most stylish one among my friends ...

Which brands are in your wardrobe in these days?

My favourite brands for handbags are Celine, Hermès, Chanel, and recently I do like also YSL. I love their style, it is original and .. you can be certain they will never be outdated!



No logos then ...

I am not a big fan of Gucci and Burberry. Big logos make me feel uncomfortable and tasteless. And there are too many counterfeits in the street .. But then, I must say that I bought two Louis Vuitton bags in the past and I have been quite satisfied.

And what about clothes? Shoes?



Figure 58: The Professional: "Me and my friends ... we influence each other"



- Mr Y
- 50 years old, married with one child
- Co-owner of law firm
- Lives in one of main tier 1 cities
- Annual income: RMB600k (EUR75k)
- Limited overseas travel

Dear Mr Y, thank you for your time. I know you are very busy ...

It is a pleasure. So, you want to know about my shopping habits ... I never thought I could have been chosen for a "style & spending" survey! *(he laughs)*

Do you travel often?

Yes, I do. Mainly for business. My wife instead, she travels more for pleasure. Over the last year she has been to France, Italy, Switzerland and South Korea .. Now she is planning to visit London.



Sightseeing or ... shopping?

(He laughs) European cities have so much to offer ... but can I say the truth? The real purpose of most Chinese coming to Europe is the shopping. Instead, destinations closer to home, such as Hainan, Thailand and Maldives, are where most Chinese would go to relax. Thailand in particular is becoming a very popular holiday destination - especially after the blockbuster movie Tai Jiong .. Have you watched it already? I am actually thinking of taking my family to either Thailand or Hainan for the Chinese New Year.



Would you wait to go to Europe to do shopping?

We used to go shopping in Hong Kong .. But now we do more in Europe, yes.

What is your relationship with luxury products?

I buy luxury goods both for personal use as well as gifts to friends.

I started purchasing luxury products a long time ago, I mean the expensive



Dove Acquista

- 20/30% dei consumi all'estero
- Duty Free (aeroporti, FTZ)
- Department store
- Negozi esteri (Autenticità)
 - KOR, JPN, NYC, Paris, Milano, Germania
 - HK (1/5)
- Costi da 20-40% in meno
- Cina







Galerias Lafayette – Paris

Bld. Haussmann (ex-Surcouf)

- Nuovo negozio per accogliere turisti cinesi
- 2600 mq, accoglienza
- 5 categorie di prodotti
 - Profumi
 - Parafarmacia
 - Occhiali da sole
 - Orologi
 - Accessori media gamma



DFS Mall Venezia Fondaco dei Tedeschi



Shanghai, Fascia 1



The Peninsula Palace Pechino



The Peninsula Palace Pechino



Online Trend

- 91% dei consumatori hanno account sui social network
- 81% mobile via smartphone
- Abbinare eCommerce con ottima Digital Marketing Strategy
- Sito web lento = perdere clienti

Online Trend

- Da poco costoso/generico → Marchio
- E-commerce contribuisce 15% of totale vendite al dettaglio (3% nel 2010)
- Entro 2020 → 20-25% dei consumatori faranno acquisti online

Cosa acquista online?

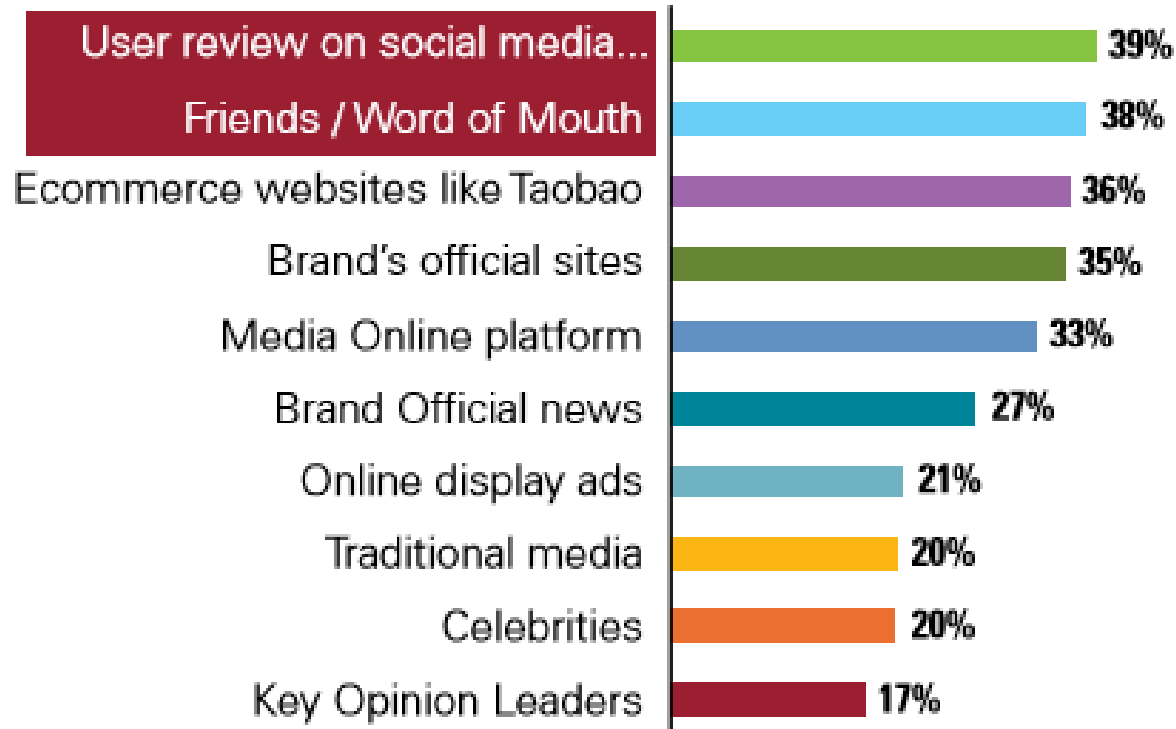
Top Categories



Source: Survey analysis, *China's Connected Consumers*, February 2014

Dove si informa online?

Top information channels

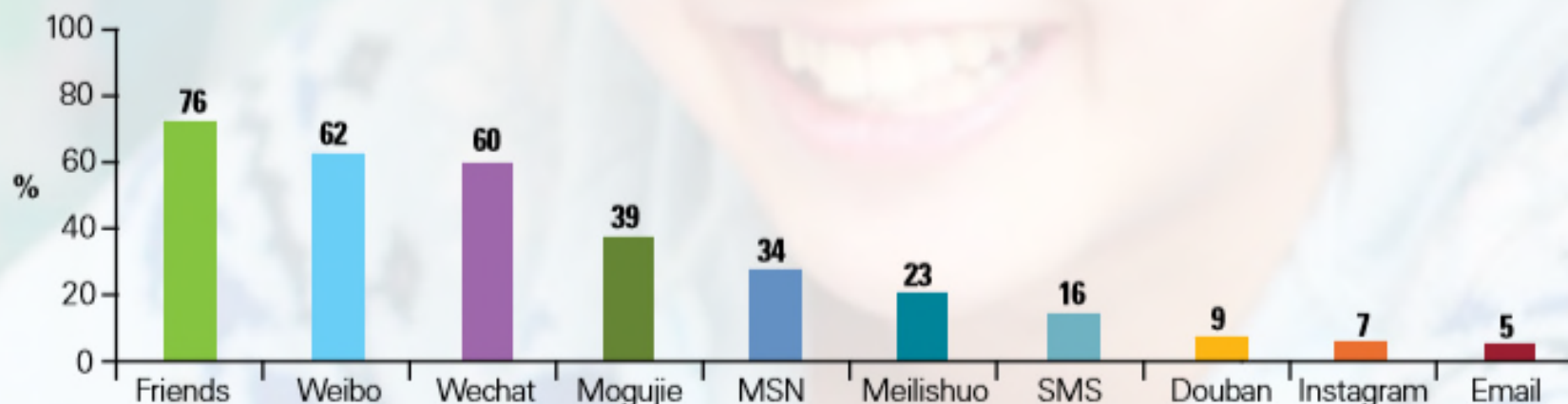


Source: Survey analysis, *China's Connected Consumers*, February 2014

Lusso in Cina

Quali social media?

Top ten social media channels - for luxury items



Source: Survey analysis, China's Connected Consumers, February 2014



WeChat

la più grande piattaforma social media in Cina

- Come WhatsApp + Facebook + Twitter + PayPal
- 1,2 Miliardi di account (93% della popolazione)
- 600 Milioni di user giornalieri
- 50% user hanno 20-29 anni, poi 30-39 anni
- 64% Uomini, 36% Donne in 15 lingue
- Marchi internazionali utilizzano **geolocalizzatore**

WeChat

- Marchi invitano clienti scansionando QR code
- Ringraziano follower personalmente



Miu Miu



Discover Moments

1 hour ago

Miu Miu Sponsored

《忽而今夏》
Miu Miu 2017春夏广告大片

了解公众号

1 hour ago

#学术书籍# 《历史的终结及最后之人》 (连载2)

2 hours ago

Miu Miu推出了由摄影师Alasdair McLellan掌镜拍摄的第三部广告大片《忽而今夏》。本季,这位英国摄影师与女演员Elle Fanning及多位代表了时尚产业里不同风情面貌的偶像Karen Elson、Carolyn Murphy和Lara Stone等合作。

Miu Miu 2017春夏系列本宛如一幅欢乐、唯美的拼贴画,让人轻易联想到不同年代、美学和所谓的符合年龄之着装打扮指南。

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BOTTEGA VENETA

女士 男士 家居艺术 我们的世界 最新动态



Dolce & Gabbana

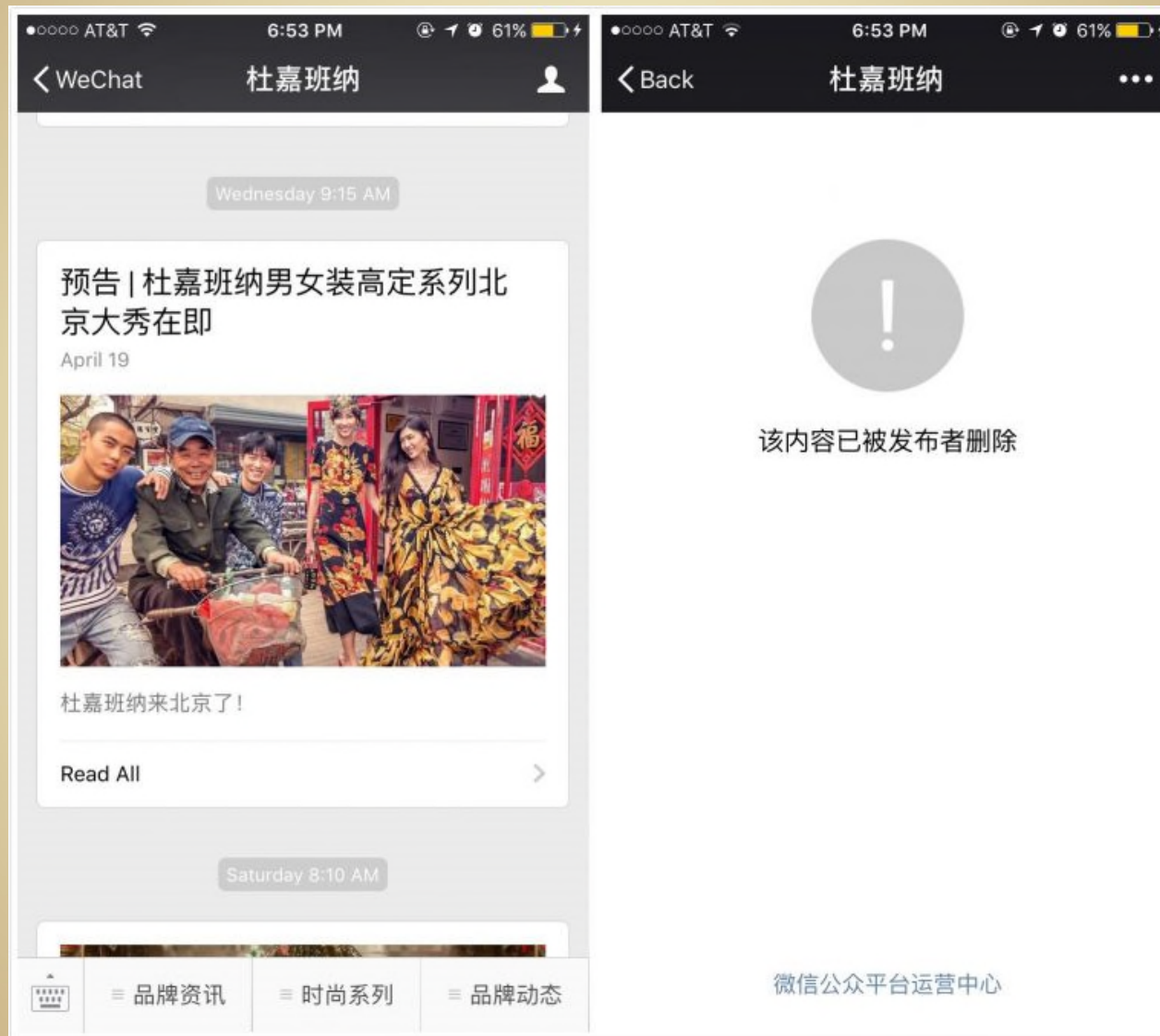
The image displays three screenshots of Instagram posts from the account 'dolcegabbana'. Each screenshot shows a different scene with models in various settings in China.

Post 1 (Left): Shows a group of models in a city street. One man is on a motorcycle, another is in a suit, and others are in colorful, patterned outfits. The caption reads: "We don't stop for anyone! Running from one place to another #DGLovesChina 我们从不为谁而停留，从一处奔波到另一处。#DG爱中国# Photo by @morellibrothers @lucamariamorelli @alessandromariamorelli". It has 32,067 likes.

Post 2 (Middle): Shows a woman in a green floral dress standing next to a green taxi. The caption reads: "When your dress matches your ride your day is much brighter #DGLovesChina 当你的衣服和坐骑刚好相配时，一天都被点亮了! #DG爱中国 Photo by @morellibrothers @lucamariamorelli @alessandromariamorelli". It has 34,858 likes.

Post 3 (Right): Shows a group of models walking along the Great Wall of China. A young girl in a pink and yellow jacket is in the foreground. The caption reads: "Fashion and good vibes are everywhere! Even atop the majestic Great Wall #DGLovesChina 时尚和正能量无处不在! 即使是在雄伟的长城上。#DG". It has 50,022 likes.

Dolce & Gabbana



L2: 2016 Digital IQ Index

L2

ABOUT L2

RESEARCH

EVENTS

VIDEOS

JOBS





THE DAILY

MEMBER PORTAL



MEMBER

Top 10 Ranking

1	GENIUS	2	GENIUS	3	GENIUS	4	GENIUS	5	GIFTED
		BURBERRY				<i>Cartier</i>			
Chow Tai Fook		Burberry		Coach		Cartier		Chow Sang Sang	
6	GIFTED	7	GIFTED	8	GIFTED	9	GIFTED	10	GIFTED
		GUCCI		VALENTINO		Calvin Klein		LOUIS VUITTON	
Tommy Hilfiger		Gucci		Valentino		Calvin Klein		Louis Vuitton	

Espansione Digitale del Lusso in Cina

- Salvatore Ferragamo Xiu.com 2012
- Mont Blanc sito .cn 2014
- Burberry Tmall 2014
- Cartier sito .cn 2015
- Tod's JD.com 2015
- Tag Heuer, Hennessy
- Maserati Tmall.com 2016

Date Clou 2017

- Capodanno Cinese: 28 Gennaio (al 31 Gennaio)
- I Morti (*Qing Ming*): 4 Aprile
- San Valentino (*Qixi Festival*): 28 Agosto
- Alcool Day: 9 Settembre
- Festa Nazionale (Luna): 4 Ottobre
- Singles Day: 11 Novembre

Alibaba - Tmall – Wine Direct

Wine & Spirits Festival Day: 9/9

Jiu Shi

- 9 pronuncia simile a *jiu*, significa **alcool**
- Accordo con Vinitaly, case vinicole
- 100.000 vini e liquori da 50 paesi, tanti debutti
- Marchi italiani vendono direttamente ai consumatori cinesi
- Offerte speciali dai marchi
- 33% degli acquisti Alcolici avviene online
- Età 23-25 il core target online
- 100 milioni di interessati



9.3-9.4
珍藏酒众筹

9.5-9.6
好酒拍卖

9.7-9.8 领券减50
尖货加购

9.9 9点
正式开卖

9.9 21点
赢99元红包



CHEERS! 天猫全球酒水节

抢999瓶好酒 定金付1抵2

2016
9/1-9/9





天猫 2018

酒水节分会场

葡萄酒会场

啤酒会场

白葡萄酒会场

洋酒会场

天露酒庄会场

海外直采会场

天猫超市会场

酒窖会场

酒具会场

生鲜会场

吃货小资会场

众筹会场

特卖会场



预售

送限量版礼盒 纪念卡

法国拉菲传奇副标



火爆预售中
预售价: ¥219

券 5元 >

定金22元抵44元 >



预售

买就送风土瓶

凤凰湖白葡萄酒



火爆预售中
预售价: ¥99

券 10元 >

定金10元抵20元 >



预售

7折优惠 买就得起泡一瓶

安东尼奥安蒂干红



火爆预售中
预售价: ¥180

券 5元 >

定金14元抵36元 >



预售

意大利进口 零关税 中原同价

威那特葡萄酒6支



火爆预售中
预售价: ¥266

券 10元 >

定金27元抵54元 >



预售

西班牙稀有珍藏级双支皮盒

进口红酒送皮盒



火爆预售中
预售价: ¥99

券 5元 >

定金10元抵20元 >



预售

10元定金翻倍到手价85元

澳洲奔富bin2单支



火爆预售中
预售价: ¥99

券 20元 >

定金10元抵20元 >



预售

这是冰酒 单支不到30 赠礼盒

冰酒4支礼盒装



火爆预售中
预售价: ¥199

券 10元 >

定金20元抵40元 >



预售

到手价196元 领券再减

威那特葡萄酒奔逸味



火爆预售中
预售价: ¥218

券 10元 >

定金22元抵44元 >



谢谢!
Grazie!

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