

# Strategies to Capture Asia's Luxury Spending Beyond COVID-19 Recovery

March 2021

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Scope

Key events so far

Vaccination schedule in key Asia Pacific countries in 2021

#### STATE OF PLAY

Asia Pacific leads global personal luxury sales

Key drivers shaping the resilient luxury goods market in Asia Pacific

Asia Pacific to maintain its recovery momentum over the forecast

Resilience of wealth in Asia Pacific driven by China and Taiwan

Inbound-dependent markets see increasing importance of domestic consumption

Could China's repatriated spending offer hope of a silver lining?

While Asian countries expect tourists to return from China......

....the rapidly-developed cross-border e-commerce is here to stay

Cross-border e-commerce and best-price search will expand in the region

#### ASIA PACIFIC PERSONAL LUXURY OUTLOOK

Personal luxury in Asia Pacific to see strong rebound in post-COVID-19 era

China: repatriated spending propels the market

Japan: stable high-income population backs-up the market

South Korea: resilient market without full lockdown

Hong Kong: luxury transitioning to target local affluent and wealthy

Singapore: new luxury hub of Asia Pacific?

India: localisation a key strategy to engage with consumers

#### KEY STRATEGIES FOR PERSONAL LUXURY IN ASIA PACIFIC

Key strategies for personal luxury beyond recovery in Asia Pacific

Products and services for self-branding attract young affluents in Asia

Timely launch of customised personal luxury further stimulates rebound

Consciousness, affordability and collectability drive circular luxury in APAC

Kering's entry to circular luxury: how will Asian consumers react?

Greater importance of glocal than ever to engage with consumers in Asia Pacific

Strengthening the resonance between local markets and brand DNA

The need to take advantage of digitalisation yet maintain exclusivity

Online pop-up stores limit accessibility and protect brand exclusivity

Maximise the utility of social commerce with customised marketing

Livestreaming has a wider spread and enriched categories

Brands scramble to stay connected with young consumers with gamification

Omnichannel: the digital revolution of the customer journey (1)

Omnichannel: the digital revolution of the customer journey (2)

# **KEY TAKEAWAYS**

Key takeaways

## **APPENDIX**

Recovery Index indicators and weights

Euromonitor Wealth Index

Global population: breakdown by generation

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