

Does social status matter to consumers in APAC?

GWI.



34%

describe themselves as fashion-conscious

52%

say being successful is important to them

22%

buy products to be part of a community

26%

tend to buy premium versions of products

24%

buy new tech as soon as its available

51%

buy from a luxury clothing brand each year

1/5

are planning to buy jewelry in the next 3-6 months

28%

say standing out in a crowd matters to them

Want to find out more?

gwi.com