



Tapping China's Luxury Goods Market



Chinese remain the most enthusiastic luxury shoppers in the world, with their purchases making up 47% of the Global Luxury market in 2013. Chinese will account for about 20% or 180 billion RMB (\$27 billion) of Global Luxury sales in 2015.

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What's driving the Chinese appetite for "Luxury" ?



- Shifting Attitudes:** China's upper middle class currently accounts for about 12% in the luxury goods market, but the share is expected to grow to 22% by 2015.
- Greater Sophistication:** An international well-known brand has become one of the most important factors in making a purchase.
- New Geographic Markets:** Rapid urbanisation and growing wealth beyond China's largest cities are creating a number of geographic markets with sizable pools of luxury goods consumers.

Social Challenges for Luxury Brands with Chinese Consumers



Brand Crisis Management

- 24/7 Social Listening and Monitoring is required -** The pace at which negative sentiment / stories travel within Chinese social networks has taken many by surprise and now many brands have taken a 24/7 social listening and monitoring approach along with crisis protocols with pre-approved content and landing pages so that a rapid response can be given during particular brand crisis.

Social Media Management

- Make content authentic and user oriented -** Simply establishing an account on a Chinese social media platform is not adequate. Creating effective fan acquisition and content programmes are critical to ensure people visiting your page or engaging with your content receive a consistent brand story. Additionally, having appropriate Key Opinion Leaders (KOL's) work in partnership with your social programmes will create a bridge to fans and lead to wider reach.



Competitors' Brand Overview in the Luxury Fashion Segment

Analysis Summary

Brand	Fans	Fans Growth	Brand Share	Likes	Comments	Shares	Eng. Growth
Hermès	1,992,697	↑11.08 (198,529)	10.21%	40,229	94	801	0.07
Louis Vuitton	17,478,471	↑3.87 (652,886)	89.62%	1,433,664	11,545	44,288	0.16
Goyard	32,727	↑10.70 (3,163)	0.17%	1,206	10	28	0.00

Key Performance Indicators

Brand	Fans	Fans Growth	Eng. Growth	Interactions	Relevance
Hermès	1,992,697	198,529	0.09%	41,214	1,471.93
Louis Vuitton	17,478,471	650,886	-0.01%	1,489,497	25,245.71
Goyard	32,727	32,727	0.00%	--	0.00

Action: Listen to your audience and give them what they want!!



It is always important to publish the type of content that your audience finds most engaging. This will increase your audience interaction and give you invaluable feedback on whether your fans like or dislike your products or services.

Brand perception and the likelihood to recommend are stronger from those who engage more frequently.

Louis Vuitton @ Mon, 19 May 2014 12:29:56 +0000
 Link: <http://www.facebook.com/215138065124/posts/10154120407010125>

A detail from the presentation of the first Louis Vuitton Cruise Collection. Watch the show now on <http://vuitton.lv/LVCruise14>. #LVCruise © Louis Vuitton / Pelayo Diaz

177,453 Like(s) · 2,045 Comment(s) **8,389** Share(s)

L For instance, our analysis showcases that Louis Vuitton Cruise collection has received the highest number of shares which has resulted in an increase of 8.49% in total Interactions.

"The World's largest social media market - China - is vastly different from its counterparts in the West. Yet the ingredients of a winning strategy are familiar."