Detailed Sinus-Meta-Milieus® description for 11 Asian markets

The first-ever pan-Asian Milieu-study that brings to life Asian target-groups the way they live, think and buy! A cooperation of ACORN and Sinus:

Singapore, 2016
Contents per Sinus-Meta-Milieu®

**Basic-Report Meta-Milieus**
available for more than 40 markets

**Content**
- Market size of Sinus Meta-Milieus®
- Sinus Meta-Milieus® short profile
- Lifestyle collage
- Sociodemographics

**Countries available**
- Australia
- Germany
- Luxemburg
- Serbia
- Turkey
- Austria
- Greece
- Malaysia
- Singapore
- U.K.
- Belgium
- Hong Kong
- Mexico
- Slovakia
- USA
- Brazil
- Hungary
- Netherlands
- Slovenia
- Vietnam
- Bulgaria
- Indonesia
- N. Ireland
- South Korea
- China
- Ireland
- Philippines
- Spain
- Czech
- Italy
- Poland
- Sweden
- Denmark
- Japan
- Portugal
- Switzerland
- Finland
- Croatia
- Romania
- Taiwan
- France
- Lithuania
- Russia
- Thailand

**Detailed-Report Meta-Milieus**
available for 11 Asian markets

<table>
<thead>
<tr>
<th></th>
<th>China</th>
<th>Hong Kong</th>
<th>Korea</th>
<th>Indonesia</th>
<th>Japan</th>
<th>Singapore</th>
<th>Vietnam</th>
<th>Taiwan</th>
</tr>
</thead>
</table>

- Market size of Sinus Meta-Milieus®
- Sinus Meta-Milieus® short profile
- Lifestyle collage
- Sociodemographics
- Social Issues & Life Satisfaction
- Activity & Habits
- Socio-Cultural Trends
- Consumer categories and profiles
- Preferences for products of Country-of-Origin
- Luxury Fashion & Cosmetics profiles
- Digital Lifestyle profiles
- Banking profiles
- Health & Wellness profiles
- Travel & Tourism profiles
- Mobility & Automotive profiles
- Telecommunication profiles

**Fieldwork:** June/July 2016
**Sample size:** 860 interviews by market representative for Affluent Urban Online Population
**Method:** CAWI
- ~ 320 pages

**Special Report Meta-Milieus China**
for China Tourists Eastcoast Tier 1,2 cities

- Market size of Sinus Meta-Milieus®
- Sinus Meta-Milieus® short profile
- Lifestyle collage
- Sociodemographics
- Past holiday destinations
- Future holiday destinations “Destination funnel”
- Travel form (tour operator, individually)
- Travel activities (e.g. cruise, sightseeing)
- Drivers for travelling
- Average duration of journey
- Average expenditures for shopping
- Consumer categories ownership, purchase intend, shopped abroad
- Customer Journey

**Fieldwork:** December 2015/January 2016
**Sample size:** Based on 2,941 representative Interviews for China eastcoast Tier 1,2 cities
**Method:** CAWI
- ~ 180 pages

**Study details**

**Fieldwork:** between 2013 – 2016
**Sample size:** min. 1,000 interviews representative for online population
**Method:** CAWI
- ~ 40 pages
ACORN and SINUS combine their expertise as strategic partners in Asia

**Consumer-Centric Understanding** bundled with **Asian Market & Marketing Expertise**

- Founded in 1985 **30th Anniversary Project**
- Asia’s leading, independent market research company
- Special expertise in marketing strategy & consulting across Asia. Works with major international clients in the Middle East, Eastern Europe and Western Europe
- 11 direct offices across Asia

- Sinus-Milieus® as leading target-group model for marketing management and social-/political research across Germanic markets
- Sinus-Meta-Milieus® as international target-group solution available in 40 markets around the world
- Directly active in Asia with SINUS:consult since 2014

[www.acornasia.com](http://www.acornasia.com)  [www.sinus-institut.de](http://www.sinus-institut.de)
Asia is a continent and region of undisputed size and potential...

- **60%** of the world’s population
- **48%** of the population lives in cities
- **30 years** is the median age

But it is changing faster and more dynamically than any other region in the world...

- By **2030** Asian countries will represent **66%** of the world’s middle class
- Asia’s population is getting **even younger** with increased birth-rates
- Asia leads the world’s **mobile digitalization** with more than 800 Million smartphones in use by the end of 2015

Sources: McKinsey Global Institute; CIA World Factbook
Thus we conducted the first-ever pan-Asian Milieu-Study

Research Design

In-depth Market Understanding

11 Asian Key-Markets in Scope

China, Hong Kong, Korea, Japan, Vietnam, Thailand, Philippines, Malaysia, Indonesia, Singapore, Taiwan

Generational Value- and Consumption Shift

5 Generations in Scope

<table>
<thead>
<tr>
<th>Generational Category</th>
<th>Age Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>15-19 years</td>
</tr>
<tr>
<td>Millennials</td>
<td>20-27 years</td>
</tr>
<tr>
<td>Gen Y</td>
<td>28-39 years</td>
</tr>
<tr>
<td>Gen X</td>
<td>40-55 years</td>
</tr>
<tr>
<td>Silver Haired</td>
<td>56-70 years</td>
</tr>
</tbody>
</table>

Representative for Online Population

9,460 in total (n=860 by market)

Online surveys (CAWI) across all markets

Rising middle-class

Across generations in scope
We in-depth studied Asian target-groups (Sinus Meta-Milieus®) Consumer-Report Meta-Milieus: Reporting Content

Strategic-Target Groups
Sinus-Meta-Milieu® Profiles & Lifestyle Collages
Understanding consumers how they really exist

Socio-cultural Profiling
Life-satisfaction
Compelling Social Issues
Socio-cultural Trends

Digital Lifestyle Profiles
Digital / Mobile Behaviour
Social Media Personalities
Digital Trends

Consumer Profiling
- Health
- Telecommunication
- Travel
- Banking & Finance
- Luxury Fashion
- Beauty Care
- Mobility & Automotive
We deliver the right answers to your questions about Asia

Consumer-Report Meta-Milieus: Survey Scope

- Who are Asia’s real-life target groups?
- What are their values and lifestyles?
- What are regional similarities and local differences?

- What issues move people in Asia?
- Which socio-cultural trends are prevailing?
- What topics engage people in Asia?

- Key-drivers for Preference
- Key-drivers for Purchase
- Brand Profiles
- U&A
- Trends

My Category, My Target Groups, My Markets

- Digital Channel Preferences
- Digital Receptivity
- Digital Trends
- E-Commerce Preferences
Understand your market and target groups

Price List

Costs for the detailed Sinus-Meta-Milieu Reports in 11 Asian markets:

<table>
<thead>
<tr>
<th>Number of Consumer Reports (1 report = 1 country)</th>
<th>Price per country (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 report</td>
<td>3.500</td>
</tr>
<tr>
<td>2 reports</td>
<td>3.400</td>
</tr>
<tr>
<td>3 reports</td>
<td>3.300</td>
</tr>
<tr>
<td>4 reports</td>
<td>3.200</td>
</tr>
<tr>
<td>5 reports</td>
<td>3.100</td>
</tr>
<tr>
<td>6 reports</td>
<td>3.000</td>
</tr>
<tr>
<td>7 reports</td>
<td>2.900</td>
</tr>
<tr>
<td>8 reports</td>
<td>2.900</td>
</tr>
<tr>
<td>9 reports</td>
<td>2.778</td>
</tr>
<tr>
<td>10 reports</td>
<td>2.500</td>
</tr>
<tr>
<td>All 11 reports</td>
<td>2.273</td>
</tr>
</tbody>
</table>

Additional Meta-Milieu Reports

<table>
<thead>
<tr>
<th>Meta-Milieu Basic Market Report (available for 44 countries)</th>
<th>Price per report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meta-Milieu Consumer Report (available for 11 Asian countries)</td>
<td>3.500 €</td>
</tr>
<tr>
<td>Meta-Milieu Travel Report China</td>
<td>2.500 €</td>
</tr>
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</table>

All prices are exclusive VAT, currently standing at 19%. This is only of concern for orders within Germany.
Please contact us for more detailed information and reporting requests

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