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# The Pulse of Asian Consumers: An Asian Perspective

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Ancient Greek word **Ἀσία**

**30%**

of World's  
land mass

**60%**

of World's  
population

Highest life expectancy in the world



**7 of 10**

largest cities in the world

# A Diverse Consumer Landscape

- Distinct languages, economies, cultures, and consumption patterns
- Rapid changes influenced by technology, socio-economic changes & globalization



# Fastest Growing Middle Class



By 2030, Asia could represent **2/3 of the global middle class population**



**350m**

In China



**380m**

In India



**210m**

In rest of Asia



**130m**

In rest of the world

# An Economic Powerhouse

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- Major driver of global economy
- Largest GDP region in the world



An aerial, high-angle view of a densely packed city skyline, likely Hong Kong, showing a vast number of skyscrapers and buildings. The image is in grayscale, with the text overlaid in white. The buildings are tightly packed, creating a complex, textured pattern of vertical lines and rectangular shapes. The perspective is from a high altitude, looking down at the city.

**Asia's consumer  
market expected  
to grow to  
USD 10 trillion in  
the next decade**

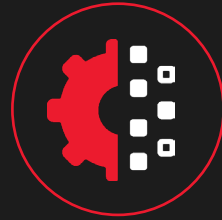
**Account for  
>50% of global  
consumption  
growth in the  
next decade**



# Asia's Growth Drivers



Urbanisation



Technology &  
Digitalisation



Human Capital  
Development

# Impact on Asian Society



Rising  
middle class



Well-informed  
& increasingly  
sophisticated consumers



Shifting  
societal values  
& aspirations



High  
connectivity

Changing Socio-Economic Trends

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# How Asians Live

# Rise of Megacities

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- Rural - Urban
- Home to highest number of megacities globally
- China & India tops the chart



# Significant investments in infrastructure

- Physical & Digital



# Public Transport facilitating mobility & connectivity



# Reshaping of public spaces

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- Rise of mall culture
- Home to 10 of the world's largest malls in Asia



# Rapid digital & technology adoption

- Accelerated economic growth & technological transformation
- Asia leading the 5G wave



Highest number of Internet Users:

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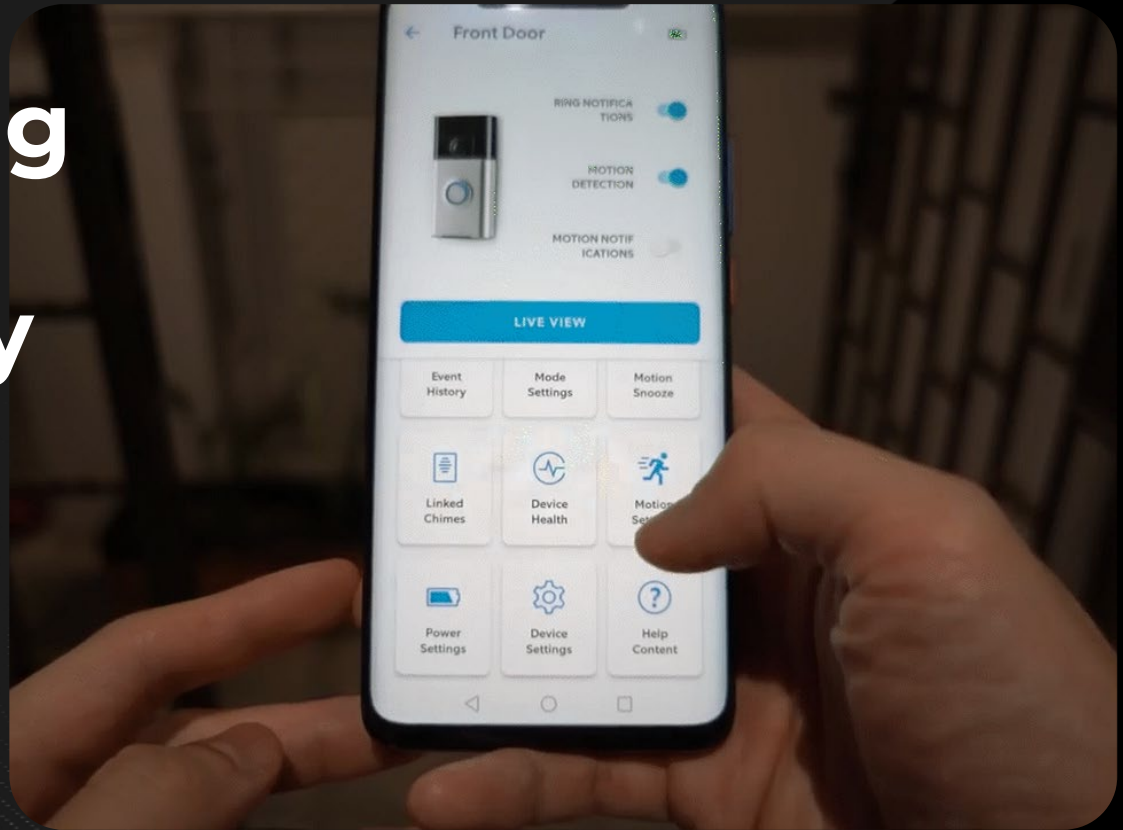
**2.5 Billion**

# Convenience & Speed

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- Urban living



# Smart living through technology



# Technology & innovation breaking age barriers



# Banking & Digital Payments

- High adoption & penetration

Mobile banking penetration at:

**92%**

in Singapore



# Decreasing use of cash transactions

58%

of transactions in China are digital



# Mass usage of M-commerce

- Cashless Lifestyle

**75%**

of smartphone users in Asia make payments via phone



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# Smile to Pay



# Asia's e-Commerce market projected to grow 11.63%, to USD 2.8 trillion in 2027

\*Figures from Statista



# China's Singles Day Sets Shopping Record: RMB 540.3 billion



# Rising literacy levels & value of education

- A leveler & opportunity creator

>50%

of China's population  
expected to have  
higher education  
by 2030

>52%

of South Korea's  
population hold a  
tertiary degree



# Generational shift in interpretation of wealth

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- Lifestyle vs wealth accumulation
- Displays of wealth



# Changing Consumer Behaviours

- Mass market to premium products
- Emphasis on quality
- Entertainment, discovery & social engagement with friends



# Growing awareness of health & wellness

- Change in diets & activities



Changing Socio-Economic Trends

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# How Asians Work

# Changing work landscape driven by technology & innovation

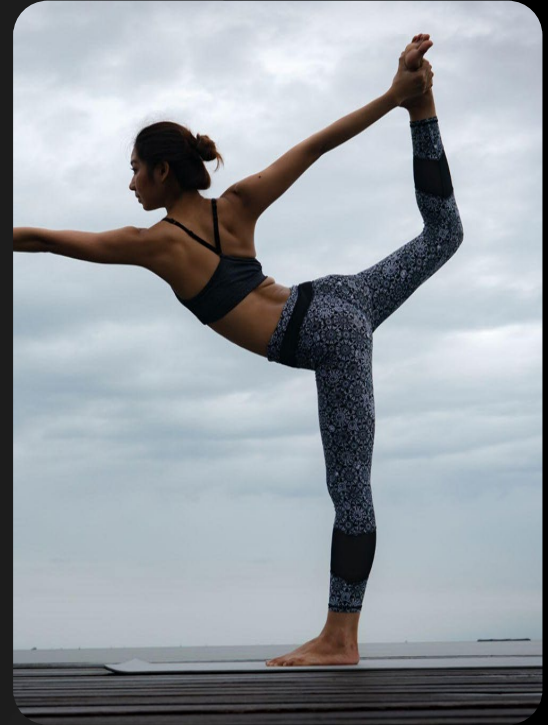
# Constant drive for self-improvement

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- Growing emphasis in education & upskilling
  - Competitive work environment



# Changing views on work & jobs

- Flexibility & work-life balance
- Individual aspirations



**60% of  
employees  
in Asia  
prefer flexible  
working hours**



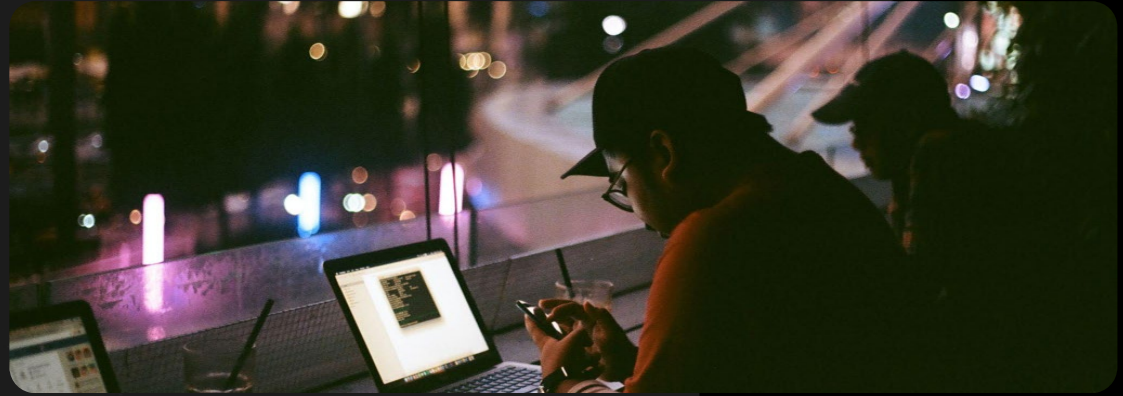
# Rise of the gig economy



# Growing services sector



# Round- the-clock economy





# High aspirations to run own business amongst young

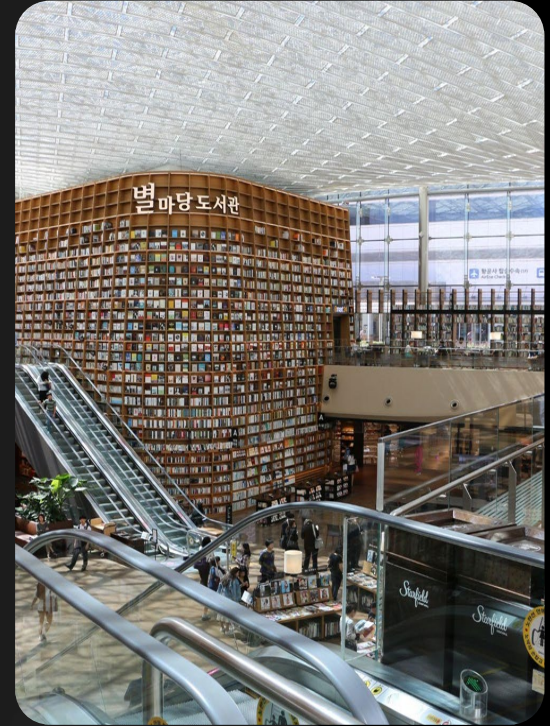


Changing Socio-Economic Trends

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# How Asians Play

# Convenience & experiential driven services



# Growing F&B scene & variety



# Rise of tea & coffee culture



# Dining out an Asian past-time



# Couch & home streaming

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- Comfort & convenience



# Rapid growth of digital entertainment & gaming



**Asia Pacific's gaming market to reach \$124.8 billion by 2025**

# Impact of influencer marketing



# Pop culture!

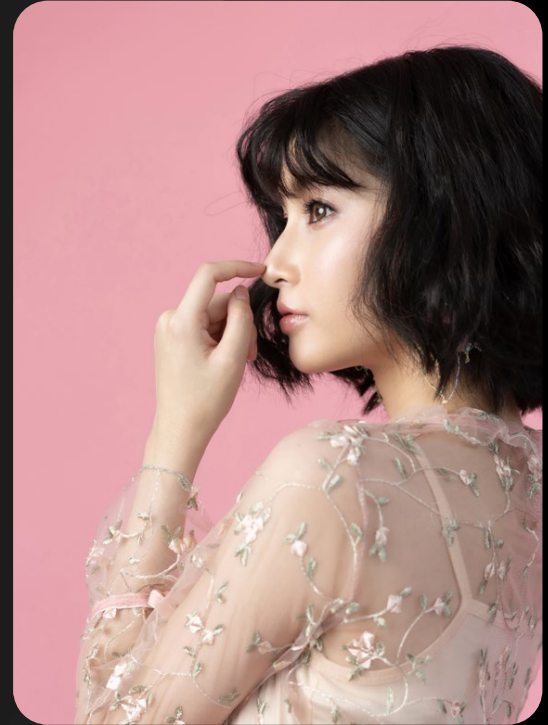


# Desire to travel & experience

- New destinations and experiences
- Beyond traditional activities



# Fashion & Beauty



# Growth in sports & fitness activities



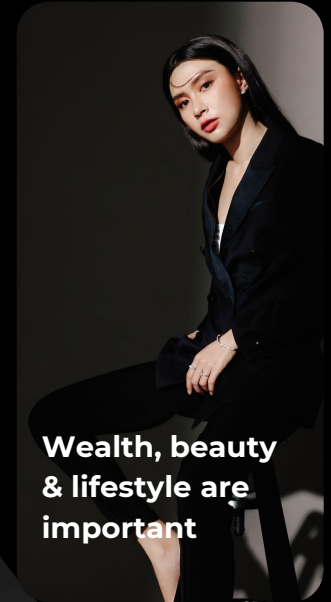
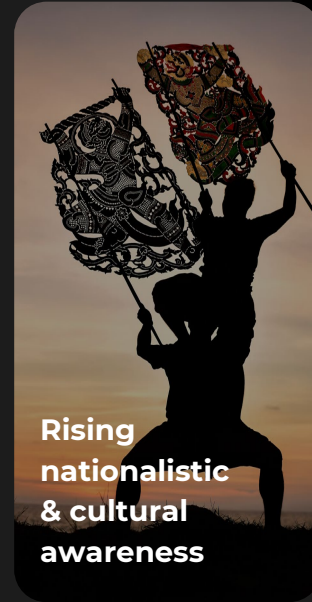
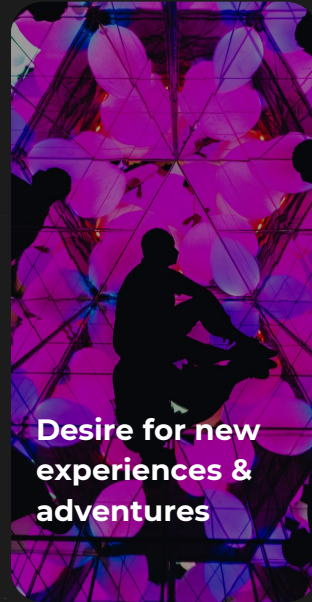
# Cultural & nationalistic awareness



- Heritage & culture



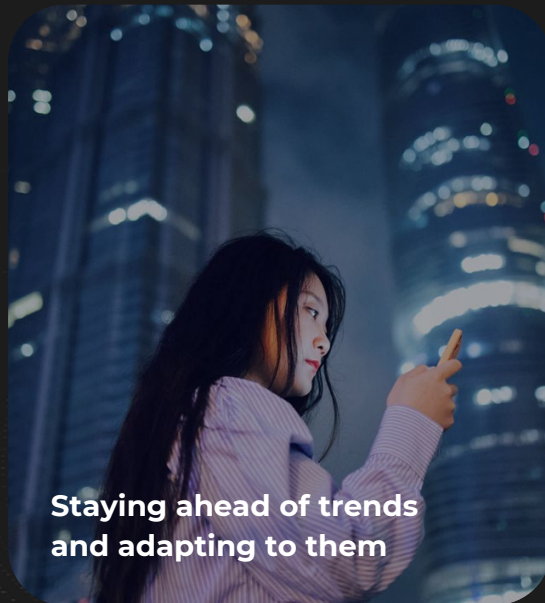
# Key Takeaways



# Summary



**Appreciating diversity is key**



**Staying ahead of trends  
and adapting to them**



**Asia markets present  
immense potential**

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# Questions

