



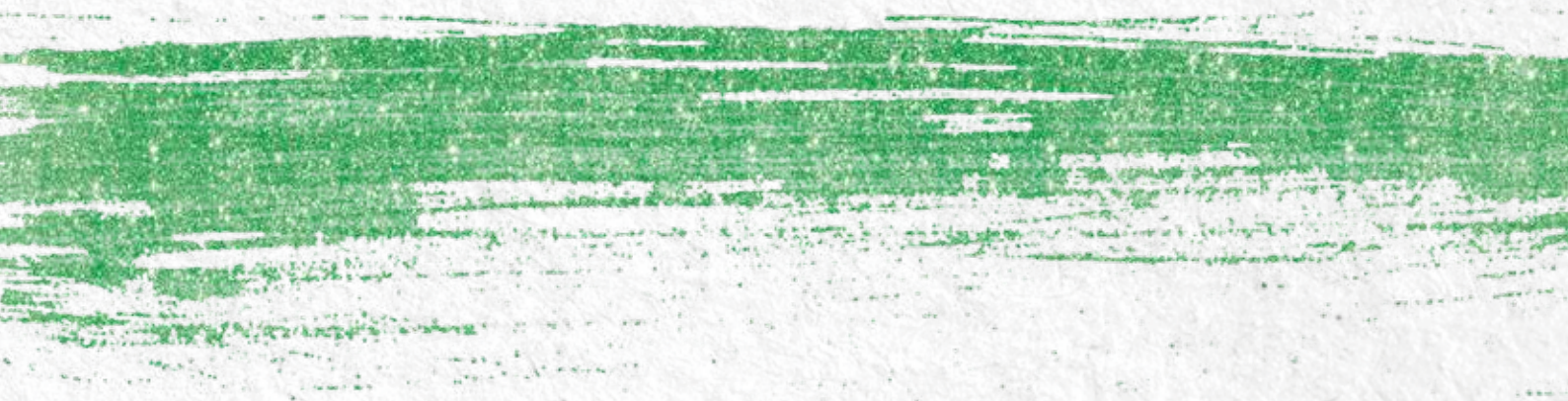
尚扬媒介

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HURUN REPORT

# 中國高淨值人群情誼往來白皮書

## CHINA HNWI GIFTING WHITE PAPER



# 序言

## PREFACE

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欢迎阅读 MEC 尚扬媒介与胡润百富合作发布的《中国高净值人群情谊往来白皮书》。

中国赠礼文化和行为是非常值得探讨的议题。从过去到现在，尽管人们赠礼的原因和影响因素有所变化，但它的重要性却始终不变。而要洞悉消费者赠礼的意识、需求和行为，则须将视角根植于中国的文化和社会背景。

中国在赠礼文化和行为上有其独到之处，它受到关系和人情文化的深远影响。关系和人情文化源于中国儒家的社会哲学，既强调人际关系的重要性，又讲究人间亲疏有别的层级关系，从而维护社会和经济秩序。

在中国，礼物所承载的意义是亘古不变的。即便在当下，赠礼仍深度渗透于国人的生活，尤其对于高净值人群而言，赠礼在他们的生活中发挥着愈发重要的作用。

Welcome to the MEC China HNWI Gifting White Paper, produced in partnership with Hurun.

Gifting is a fascinating subject, though the motivations and influences have changed over time, it is as relevant and important now as it ever has been. To truly understand consumers' mindset, needs and behavior when it comes to luxury gifting we have to ground our insight in cultural and societal influence.

China is unique in the world in gifting behavior; the ideas of Guanxi and Renqing are deeply rooted in the Chinese social philosophy of Confucianism, which stresses the importance of relationships and associating oneself with others in a hierarchical manner, in order to maintain social and economic order.

The meaning of gifting has been carried through thousands of years' history. Now in modern China, it is deeply immersed in people's lives, and particularly for high net worth individuals (HNWIs) plays a more critical role than ever before.







**MEC 旨在基于消费者洞察  
帮助企业和品牌开拓其与  
消费者连接的机会点**

***At MEC we are driven by  
a desire to understand  
consumers and thereby  
create opportunities  
to connect people with  
experiences***



中国的礼品市场正蓬勃发展。消费者越来越注重物质之外的满足，也越来越重视身边的关系网络，因而，他们的赠礼参与度也越来越高。与此同时，各行各业也充溢着形式多样的礼品营销，这也为消费者提供了更多的礼品选择、赠礼场合和概念，同时为品牌自身创造了更多的商机。

MEC 旨在基于消费者洞察，帮助企业和品牌开拓其与消费者连接的机会点。在白皮书中，我们的洞察和观点源自于对中国关系文化的深入理解，以及关系文化对赠礼需求和行为的影响。我们介绍了中国关系文化和人情社会的定义与特点，阐释了赠礼在其中所扮演的角色。通过阅读白皮书，您可以了解赠礼在中国的重要性，了解中国人为何赠礼、给谁赠礼、赠什么礼、何时赠礼以及如何赠礼的讲究和门道。同时，通过专属的研究和策划方法论，MEC MOMENTUM，我们归纳了高净值人群在赠礼决策中的每一个关键阶段，以及在每一个阶段上的影响因素。我们的深度解读从多个维度揭示了研究赠礼这个议题的价值，以及其中所蕴含的商机。

希望这本白皮书可以让您更深入地了解中国人如何赠礼，特别是高净值人群在赠礼上的文化和讲究，帮助您探寻到潜在的商业机会。

阅读愉快。

The gifting market in China is developing rapidly. Consumers are attracted to experience beyond material satisfaction, while more attention to the Guanxi network is leading to higher involvement and consideration in gifting. At the same time increasing gifting choices, occasions and concepts that are promoted by marketers across different categories are creating more opportunities for individuals and brands.

At MEC we are driven by a desire to understand consumers and thereby create opportunities to connect people with experiences. In this white paper, our analysis and point of view is rooted in a profound understanding of Chinese culture, and how it impacts gifting needs and behavior. We introduced the definition and special characteristics of Chinese Guanxi and Renqing-oriented society, and the role that gifting plays. You can read our discovery of the importance of gifting and the insight that goes into fundamental questions such as who, what, where and how gifting purchase decisions are made. Through our proprietary research and planning approach, MEC Momentum, we identified what really matters to HNWIs in terms of gifting at the critical stages of their decision making journey. This deep analysis reveals the value of understanding this topic from multiple and critical dimensions, and what opportunities it brings.

I hope this White Paper will help you understand more about Gifting in China, particularly for modern HNWIs, and help you find potential opportunities to grow your business.

Enjoy reading.

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## 开篇 OPENING

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胡润百富董事长 / 首席调研员

Hurun Report Chairman  
and Chief Researcher

记得我第一次来中国之前，周围很多朋友都跟我强调说中国人特别爱赠礼、中国的赠礼文化特别深厚。当时，我个人还不太理解和意识到赠礼在中国的意义和重要性，因为在英国赠礼场合比较少，主要集中在圣诞节、生日和特别节日（周年婚礼）。

实际到了中国之后，我对中国赠礼文化的感触特别深刻。记得1991年，来中国时朋友推荐我多带一些烟草用来作为比较好的礼物选择，当时给我感觉是，在中国，“赠礼文化”是“中国文化”的重要部分，如何赠礼、赠什么，都是十分讲究的，“赠礼”也有成功与否之说。近些年，我身边的企业家们赠礼也发生着一些变化，从烟到雪茄；从干邑到威士忌；从电子产品到有机健康食品……

我们很高兴能够与MEC尚扬媒介一起合作，共同发布《2017中国高净值人群情谊往来白皮书》。我认

I remember before I came to China for the first time, many of my friends emphasised to me how much Chinese people value gifts, and how deeply embedded they are in Chinese culture. At the time, I did not fully appreciate the importance of gift-giving in China, not least because it does not play a particularly significant role in British culture; outside of Christmases, birthdays, weddings and anniversaries, they are fairly rare.

After arriving in China, I immediately came to realise the significance of gift-giving for the Chinese. I recall that in 1991, when I came to the country for the first time, it was recommended that I bring tobacco with me in order to "do as the Romans do", that is to say, to establish "Guanxi" with others by giving it out in gift form. From that moment on, it became clear to me that gift-giving is an essential part of China's culture, and that how to select and exchange gifts can be a critical factor in ensuring the smooth progression of social interactions. In more recent years, I have noticed changes in the gifts given by the Chinese entrepreneurs I have come to know; cigarettes have been replaced by cigars, cognac by whisky, and electronic products by organic foods.

We are delighted to have teamed up MEC, to jointly issue the China HNWI Gifting White Paper. I firmly believe this is a highly significant report, because despite being so profound an element of Chinese culture, this is actually the first in-





## 深度分析高净值人群

## 情谊往来的报告

*In-depth analysis of gift-giving  
among China's HNWLs*

为这是一份很有意义的报告，因为中国赠礼文化那么博大精深，这是首份深度分析高净值人群赠礼的报告，我希望这份有趋势性指导意义的报告能够给予高净值人群在赠礼方面提供比较有价值的信息，同时期望品牌能够通过报告得到启发，对品牌定位和产品调整提供参考。

根据胡润“2017 至尚优品品牌倾向调研”显示，中国高净值人群赠礼市场达 3,000 亿元，三年后将达到 3,900 亿元的规模。面对这么大的赠礼市场，2016 年 12 月至 2017 年 5 月胡润百富与 MEC 尚扬媒介合作完成《2017 中国高净值人群情谊往来白皮书》调研工作。在中国大陆 14 个城市进行了问卷调查，共有 507 位有过赠礼经历的高净值人士接受访问，他们平均年龄 41 岁，平均财富 2,200 万元，扣除所得税、贷款之后，家庭年均现金收入 417 万元。同时，项目组还在北京、上海、广州、西安四个地区开展了高净值人士一对一访谈，共计 16 位。

《白皮书》有三个令我印象比较深刻的发现，一是中国高净值人群对于赠礼非常重视，92% 的被访者表示赠礼在他们生活中发挥着重要作用，过去 1 年中人均在赠礼上花费达 26.1 万元，人均赠礼总计 34.4 次。与过去三年相比，五成以上的高净值人群表示赠礼次数和花费均变得更多。二是随着高净值人群对健康管理的关注度越来越高，“健康产品”是他们目前最常赠送的礼品品类之一，而在未来赠礼时，他们对“健康”类礼品的倾向最为明显，选择比例达 89%。第三个重要发现是，中国高端消费者对奢侈品的热情已经连续两年上升，六成受访者表示，与过去三年相比，送“奢侈品”次数有所增加，其中“比以前多了很多”的人群占比达到 18%。在这些有送“奢侈品”经历的人群中，年度奢侈品赠礼次数占总赠礼次数的 54%，年平均赠礼花费超过 31 万元，远高于没有“奢侈品”赠礼经历人群的 9 万元/年。

我们希望您能从此《白皮书》中获取最有价值的信息，也欢迎您提供宝贵建议。感谢您的阅读，期待您与我们的互动与交流！

depth analysis of gift-giving among China's HNWLs ever to be published. I sincerely hope this on-trend analysis can provide valuable information for China's affluent in their gifting decisions, and at the same time, offer a reference point for brands looking to adjust their product range and branding according to their target market's preferences.

The results of the "Hurun Best of the Best Awards 2017" show that the market for gifts among China's HNWL is worth up to 300 billion yuan, and could potentially reach 390 billion yuan in the next three years. With the vast scale of this market in mind, Hurun Report and MEC cooperated over six months from December 2016 to May 2017 to research and complete the China HNWL Gifting White Paper. Research encompassed 14 cities in mainland China, with 507 HNWLs filling in surveys of their gifting behavior. Their age averaged 41 years, their wealth amounted to 22 million yuan per capita, and they have 4.2 million yuan of disposable income annually. A further 16 wealthy individuals were interviewed by our teams based in Shanghai, Beijing, Guangzhou and Xi'an.

This White Paper makes three particularly noteworthy revelations. One is that China's HNWLs attach very strong importance to gift-giving, with 92% of respondents reporting that it plays a significant role in their lives. The fact that they have spent an average of 261,000 RMB on it, on the 34.4 times they gave gifts to others over the past year. Over the past three years, more than half of HNWLs have indicated that they have both spent more on gifts and given them out more often. Secondly, HNWLs are becoming increasingly health conscious, with "healthcare products" becoming one of the most common gifts among them. A very high proportion, 89%, intend to send such items as gifts in the future. Thirdly, their enthusiasm for luxury goods has been steadily on the rise over the past two years, with 60% of them reporting themselves more likely to send luxury goods as gifts than previously. Among them, those much more likely to do so amounted to 18%. Those who opt to gift luxury items did so 54% of the time, and spent an average of 310,000 RMB on gifting, much more than the 90,000 RMB spent by those who did not choose them. We hope that you will find this White Paper informative, and we look forward to receiving your feedback. Enjoy reading, and please do get in touch!

# 中国高净值 人群规模 SCALE OF CHINESE HNWIS

\* 白皮书的数据由胡润基于胡润的高净值人群库进行采集。数据结果仅代表参与调研的年平均收入为417万元的507名高净值受访者的个人行为（样本构成多数为企业主或家族企业成员），不涉及公司与企业行为与态度，也并不代表调研参与机构的公司文化与态度。

## 中国高净值人群数量与增长率 Number and Growth Rate of China's HNWIs

年份 Year	千万高净值人数 Number of HNWIs with CNY 10 million or more	增幅 Growth rate
2011	960,000	9.7%
2012	1,020,000	6.3%
2013	1,050,000	2.5%
2014	1,090,000	3.8%
2015	1,210,000	11.0%
2016	1,340,000	10.7%

## 中国千万资产人群数量及分布 Number and Distribution of Individuals with 10 Million RMB

- 2016 千万资产人数  
Number of individuals with CNY 10 million in 2016
- 2015 年增长比例  
Proportion
- 2015 年增幅  
Growth rate

### 甘肃 Gansu

890 0.07% -1.11%

### 青海 Qinghai

850 0.06% 6.25%

### 新疆 Xinjiang

3,800 0.28% 2.70%

### 西藏 Xizang

550 0.04% 10.00%

## 规模及分布

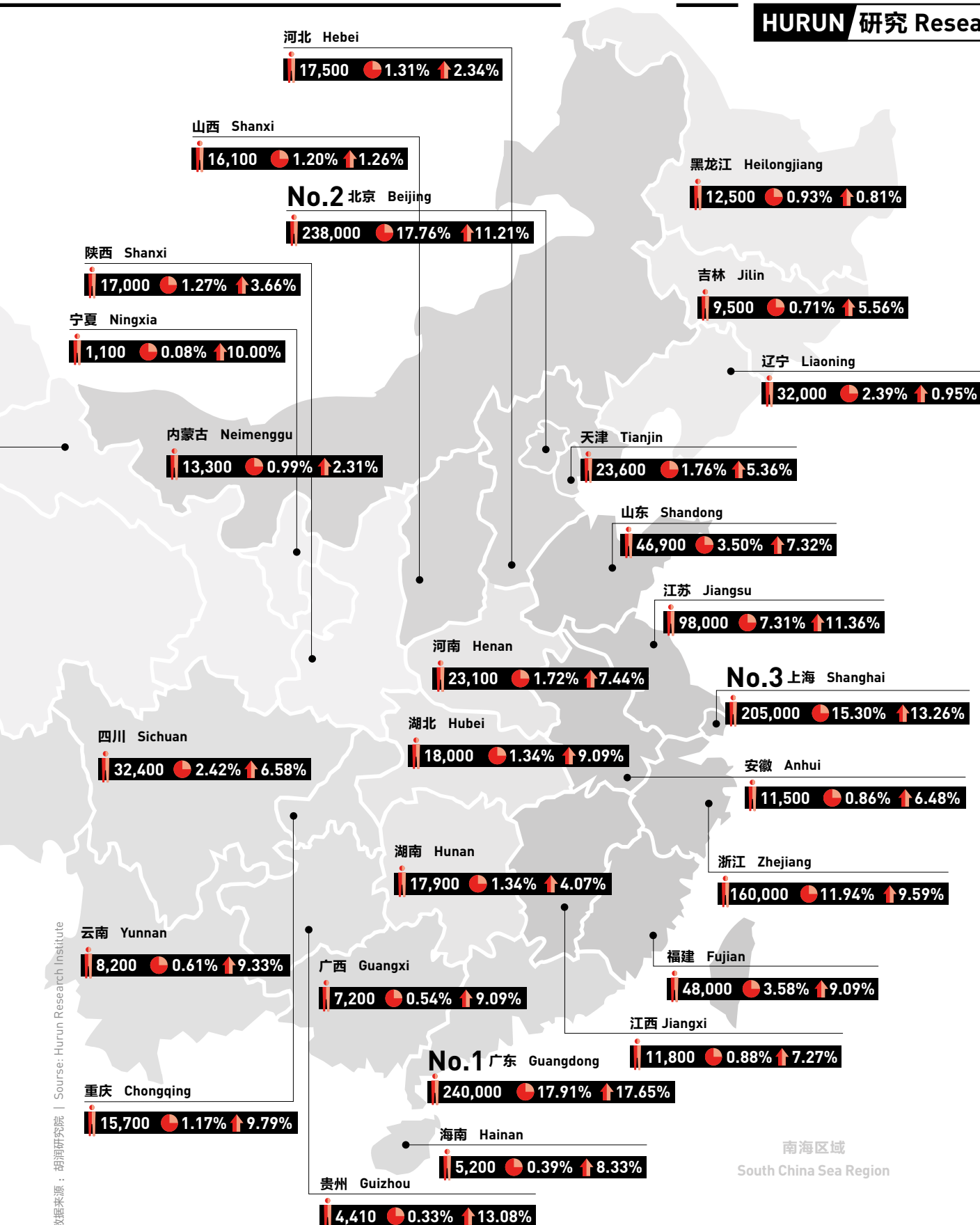
截止2016年5月，中国大陆拥有千万高净值人群134万，亿万高净值人群8.9万，广东取代北京成为最多千万高净值人群地区，浙江亿万高净值人群数量首次超过一万。

## Size and Distribution

According to Hurun Research Institute data, as of May 2016, there are around 1.34 million HNWIs with more than 10 million RMB assets and

89 thousand HNWIs with more than 100 million RMB assets in mainland China. Guangdong has taken the place of Beijing and become the place where there is the highest number of HNWIs with more than 10 million RMB assets. The number of billionaires in Zhejiang, for the first time, over 10,000.

HURUN 研究 Research





# 看点概览

## INTERESTING FINDINGS

### 一、年度赠礼总计达 34.4 次，年度平均赠礼花费 26.1 万

过去一年中，高净值人群人均赠礼总计 34.4 次，赠礼总花费为 26.1 万，在送礼花费的投入上，高净值人群表示关系越亲，投入越高。分人群看，5000 万以上资产人群年度赠礼花费达 43.4 万，比 1000-5000 万资产人群高出近 3 倍。与过去三年相比，五成以上的高净值人群表示赠礼次数和花费均变得更多。

### 二、现金类、烟酒茶和健康产品是最常送的三个赠礼品类

72% 的受访者表示，现金类是他们最常送的礼品品类，包括红包、现金和购物卡券。烟酒茶占比达到 67%。健康产品的赠送达到 44%，包括传统滋补品或中药材和现代保健品。

### 三、春节赠礼最多，其次是生日和中秋节

“节日”是高净值人群最普遍赠礼的场合，尤其是中国的两大传统节日——去年有 92% 的人在“春节”赠过礼，83% 在“中秋节”赠过礼。此外，在“生日”和“纪念日”赠礼的比例也很高，分别为 87% 和 64%。

### 四、礼品基本三要素：产品、品牌、价格

高净值人群在选购礼品时主要考虑三个方面：产品、品牌和价格

① **产品**：“品质和工艺好”（87%）、“实用性”（85%）、“独特性”（77%）以及“包装精美”（74%）是最主要的考虑因素；

② **品牌**：最多考虑的是“有档次、体面”

### 1. Gifting done 34.4 times annually, average of 261,000 RMB spent

Over the past year, HNWIs sent gifts an average of 34.4 times and spent an average of 261,000 RMB. When it comes to gifting expenditure, this shows that the closer one's relationship, the more that is spent. Among those with over 50 million RMB of assets, average annual spending on gifting amounted to 434,000 RMB, three times more than those with 10-50 million RMB. Compared with the past three years, more than 50% of HNWIs have spent more on gifting, and done it more often.

### 2. Cash, tobacco, alcohol, and tea, and healthcare products are the most popular kinds of gift

72% of respondents indicated that cash-type items, including red envelopes and shopping card vouchers, constituted their most frequently-sent gifts. Tobacco, alcohol, and tea accounted for 67%. Healthcare products were chosen by 44%, including both traditional health supplements and modern healthcare products.

### 3. Chinese New Year is the most common occasion, followed by birthdays and Mid-Autumn Festival

Festivals are the most common occasions for gifting among HNWIs, especially during the two main dates in the traditional calendar - 92% sent gifts during Chinese New Year, and 83% sent them in the Mid-Autumn Festival period. Birthdays and anniversaries are also common, with 87% and 64% gifting others on these occasions.

### 4. The three main gifting considerations - product, brand and price

HNWIs mainly consider the following three aspects when buying gifts.

① **Product**: "good quality and craftsmanship" (87%), "practicality" (85%), "uniqueness" (77%) and "attractive packaging" (74%) are the main aspects considered.

② **Brand**: important factors include "high-end, to gain 'Mianzi'" (90%), "well-known brand" (83%) and "whether brand fits with giftee's self-image" (80%).

③ **Price**: "price meets the giftees' expectations" (61%) is the main consideration as far as pricing is concerned.

In addition, 73% consider the "giftee's needs or preferences".

### 5. Females follow their hearts, males more efficient

27% of HNWIs encounter difficulties when gifting. Their three main concerns are "unclear about giftees' needs or preferences" (57%), "time and effort spent in selecting gifts" (50%) and "giftees are hard to impress" (49%).



(90%)、“知名品牌”(83%)和“品牌是否符合对方的形象”(80%);

③ **价格**：是否“符合收礼人的期待和接受度”(61%)是最核心的考量；

此外，他们赠礼讲究投其所好，73%的人在选购时会考虑“对方的需求和喜好”。

## 五、女性选礼更走心，男性选礼更讲究效率

27%的高净值人群表示赠礼有难度。其中，最令他们困扰的三方面是：“不清楚对方的需求或喜好”(57%)、“挑选费时费力”(50%)、“难以打动对方或让对方印象深刻”(49%)。男、女性在送礼上有着较大的差异，女性更“享受挑选礼物和给别人赠送礼物的过程”(54%)，她们会更多因“难以做到新颖”(48%)和“难以找到罕见或稀有的礼物”(29%)而烦恼。男性则更讲究选礼的方便性和高效性，他们会更多因“挑选费时费力”(60%)而困扰。

## 六、国内实体店是购买礼品的最主要渠道

97%的高净值人群有在国内线下实体店购买过礼品。其中，“品牌专卖店、专柜”(76%)、“百货商店、购物中心”(68%)和“朋友资源”(58%)的使用率高。同时，74%的人有从境外购买过礼品，其中，超过一半的人有“自己境外购买”的经历。在网上购买礼品的人数占比为69%。

## 七、近九成赠礼者未来更倾向于“健康”类礼品

随着高净值人群对健康管理的关注度越来越高，未来在赠礼时，他们对“健康”类礼品的倾向最为明显，选择比例达89%。另外，倾向选择“时尚”和“艺术文化”礼品的人群占比也都超过六成。

## 八、奢侈品市场回暖，77%的受访者曾经赠送“奢侈品”给他人

胡润“2017 至尚优品品牌倾向调研”显示，中国高端消费者对奢侈品的热情已经连续两年上升，比去年回暖20%，回到2013年水平。此次研究发现，六成的高净值人群与过去三年相比，送“奢侈品”次数有所增加，其中“比以前多了很多”的人群占比达到18%。近年来，相对于全球奢侈品市场的低迷，中国奢侈品市场则在持续保持较高的热度。有77%的高净值人群表示曾经将“奢侈品”作为礼物赠送给他人，他们年度奢侈品赠礼次数占总赠礼次数的53.5%，年平均赠礼花费超过31万元，远高于没有“奢侈品”赠礼经历人群的9万元。赠送奢侈品品类上，“高端烟酒茶”、“服饰箱包”、“个人护理”和“健康产品”排名前四，占比分别为：78%、65%、59%和57%。

In terms of the differences between males and females, females are more likely to “enjoy the process of picking gifts and gifting others” (54%), while they are more concerned with the fact it is “difficult to be novel” when choosing a gift. Males are more concerned with convenience and efficiency in terms of gift selection, and are more worried about “time and effort spent in selecting gifts” (60%).

## 6.Domestic brand stores is the most common purchasing channel

With regards to domestic purchasing channels, 97% of HNWLs buy gifts in brick-and-mortar shops. Among them, “domestic brand stores, counters” (76%), “domestic department stores, shopping centres” (68%), and “through friends” (58%) are the most common purchasing channels. 74% have purchased gifts overseas, with more than half of them having personal experience of shopping overseas. 69% shop for gifts online.

## 7. Almost 90% to gift “healthcare products” in future

With HNWLs placing an increasingly high premium on their health, an increase in the numbers choosing to gift “healthcare products” is set to become a prominent trend in coming years. 89% indicated that they are likely to do so in future. “Fashionable” and “artistic and cultural” gifts are also set to become popular, with over 60% choosing them.

## 8.Luxury market on the up, 77% have gifted luxury items to others

According to the “Hurun Best of the Best Awards 2017”, Chinese HNWL enthusiasm for luxury goods has been on the up over the past two years, rising year-on-year 20% to return to 2013 levels. The study found that compared with the last three years, 60% of HNWLs send luxury items as gifts more frequently, with 18% doing so considerably more than before. In recent years, the Chinese luxury goods market has remained robust in comparison to the downturn experienced worldwide. 77% of HNWLs sent ‘giftees’ luxury items. Among those who did, such items were given on 53.5% of the occasions that they gifted others. With annual per capita expenditure of 310,000 RMB and above on gifts, HNWLs who gift luxury items spend significantly more than the 90,000 RMB average of those who do not. “Fine tobacco, alcohol and tea”, “apparel, luggage, and bag”, “personal care” and “healthcare products” are the four most commonly gifted luxury items, accounting for 78%, 65%, 59% and 57% respectively.

# 第一章 中国式 “关系” CHAPTER 1 CHINESE GUANXI

MEC 解读赠礼文化的根基  
Uncover the  
Foundation of  
Gifting Culture in  
China

“

中国赠礼文化的根基，  
源于错综复杂的  
中国式“关系”  
Gifting is a foundation  
for the complicated  
Guanxi culture in China

”

## MEC 洞察 Insights

在礼仪之邦中国，礼物时常是伴随人们在不同场合下传情达意的载体和方式，在很多情况下甚至可以说是不可或缺的。

国人对于送什么礼、送给什么人、当着谁的面送、在什么时候送都有着特定的考量，其对于送礼文化的讲究和门道可见一斑。

中国赠礼文化的根基，源于人们对于人际关系建立和维护的重视，赠礼实则体现了错综复杂的中国式“关系”。

对于高净值人群而言，他们对赠礼的讲究，也一定程度上源于对“关系”重视和把握。

### 何谓“关系”？

“关系”是中国的一种文化象征。与西方社会的“人际关系”是不同的概念。

关系很大程度上源于儒家思想的社会哲学，即重视自己与他人的层级关系，以维护社会秩序。

“关系”，不仅仅是人或群体之间的连接与羁绊，也是获得社会认同感的基础，同时，“关系”也被视为一种可以运用的资源和优势。而这样具有多元意义的中国式“关系”，奠定了中国赠礼文化的根基。关系文化根植于中国的传统文化中，人们世代代的习俗、观念与行为皆浸染于此。古往今来，基于“关系”的赠礼文化不随时代而变。

China is well known for its formal ceremonies and complex etiquette. Gifting remains a common practice for people to show their goodwill at various occasions, where giving and receiving of gifts is essential.

Gifting is a huge part of building and maintaining both personal and professional relationships. Chinese people must consider factors such as what to gift, whom to gift to and the right gift for the right occasion.

This is because Gifting is a foundation for the complicated Guanxi culture in China, especially important for HNWI's.

### What's Guanxi?

Guanxi, literally meaning "relationship", is a Chinese cultural symbol that represents a highly complex and evolved system of interpersonal relationships with no real parallel in the modern Western world.

Guanxi mainly originates from the social philosophy of Confucianism, which values the hierarchical relation between self and others, in order to maintain proper social order.

Guanxi in China is not only a bridge between interpersonal connections but also a foundation of social recognition. Meanwhile, Guanxi is also a useful social resource and a sign of privilege. This Guanxi culture is deeply embedded in Chinese traditional culture, reflecting people's customs, ideologies, and behaviors. From ancient times until today, the importance of Guanxi persists regardless of socioeconomic changes.



## 独特的中国式“关系” The Concept of Chinese Guanxi

MEC

洞察 Insights

1

社会的标准和原则  
Social standards  
and principles

## 人情社会：德治

关系的核心是伦理与道德，人们倾向于将不同身份角色之间的关系进行亲情化，如朋友间称兄道弟、官民之间以父子相称（如亲切称呼主席与夫人为习大大和彭麻麻）、古谚“一日为师终身为父”等。

儒家“重义轻利”思想主张优先考虑群体的道德要求，到今天逐渐演化为“和为贵”的社会和谐论。当个人的“利”和群体的“义”发生矛盾时，个人利益会让位于群体利益，甚至让位于社会以及国家利益。

## Renqing-oriented society: Rule of virtue

Renqing, literally meaning "human emotion", has many meanings in China including human relationship, fellowship, caring, and favor, which is a key element in Guanxi culture. Chinese people still see their culture as Renqing-based culture, even though it is becoming more and more influenced by today's legal system. The core of Guanxi and Renqing society lies in ethics and morality. Chinese people tend to relate their social relationships into the concept of family, such as calling friends as brothers/sisters and greeting public officials as parents (it is common to refer to Xi Jinping as "Daddy Xi" and to the first lady as "Mummy Peng"). There is an old saying "be a teacher once, be a father for lifetime".

Confucian ideology promotes collective morality more than the personal interest so that the group's rights (in some cases, the state's rights) always come first. This is reflected in Chinese peoples' focus on maintaining a "harmonious society".

2

解决问题的方式  
Problem solving

关系社会的另一特点是人们认为维护良好的关系可以更加顺畅地解决问题，久而久之这也成为了被普遍接受的一种文化。

Another feature of Renqing-oriented Society is that people primarily rely on relationships to get things done or resolve conflict, creating many "invisible rules".

3

商业逻辑与沟通方式  
Business and  
communication

即便在市场经济中，商业与交易本身就能运转自如。然而，关系文化仍有着比较大的影响，很多时候是商业的润滑剂。

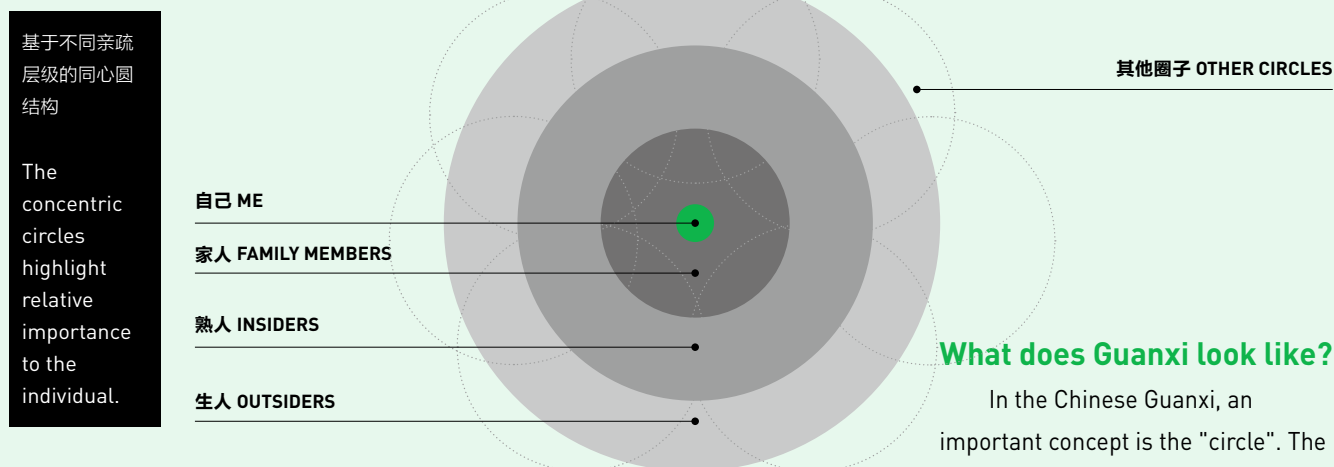
在商业“关系”中，有正式的关系（例如契约关系）和非正式的关系。在中国，人和组织会同时通过正式与非正式的方式来培养关系。其中，非正式关系的建立颇受青睐，中国人也非常喜欢通过非正式的渠道进行沟通（例如社交媒体平台被大量用于工作上的沟通，商业活动以外积极进行私人关系的建立）。

Even though global business practices have driven more standardization and transparency, the Guanxi economy still plays an important role. There is a popular saying in China that "you can't run a business without Guanxi".

In business individuals and organizations can develop their Guanxi in both official (contractual) and unofficial ways. Chinese people prefer to communicate through unofficial routes. For instance, people tend to use social media platforms to communicate work-related matters and seek to extend their business relationships into personal ones.



## 中国人的关系网络 Typical Chinese Guanxi Network



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### 洞察 Insights

### 那么，中国式关系究竟是怎样的？

中国式“关系”中的一个颇为重要的概念就是“圈子”。古时就有“物以类聚，人以群分”的说法，圈子反映的是关系中的群体聚合概念以及范畴概念，而这正映射了人与人之间相互依赖与参照的形态，也在所谓的“圈内人”与“圈外人”之间划分了更为清晰的界限。

在“关系”中，首先要了解的是较为广义上的不同亲疏层级的圈子。社会学家费孝通先生曾用“差序格局”来描述中国人亲疏远近的人际格局，如同水面上泛开的涟漪，由自己延伸开去，一圈一圈，按距离自己的远近来划分亲疏。美国维吉尼亚大学达顿商学院的陈明哲教授也提出，中国式关系是同心圆结构，由近及远可分为三个层级：家人（具有血缘或高度的信任）、熟人（具有密切联系或共同的经历，如同学、同事、同乡）、生人（互不熟悉，尚缺乏信任）。

其次，在不同的亲疏层级上存在各色各样的小型圈子，相互交织，相互影响。

### What does Guanxi look like?

In the Chinese Guanxi, an important concept is the "circle". The circle forms a "boundary" for your various needs (professional, personal, political) and can include many different levels of proximity to you as an individual. These circles show how Chinese people draw a clearer line between "insiders" and "outsiders".

**Firstly, there are concentric circles revealing different levels of social distance.**

As described by sociologist Fei Xiaotong and Professor Ming-Jer Chen, Guanxi can be visualised like the concentric ripples from a pebble hitting water, from the center (self) to those falling further to the center. The closer the circle is to the center, the closer their Guanxi is. There are three major layers in Guanxi: Jiaren (family members with blood relationship, or have high level of trust), Shuren (insiders with frequent interaction or shared experience, e.g. classmates, colleagues, villagers), and Shengren (outsiders with little mutual trust).

**Secondly, there are various small but interlocking circles overlapping and defining influence.**

“

在中国式“关系”中，首先要了解的是不同亲疏层级的“圈子”

Firstly, there are concentric “circles” revealing different levels of social distance

”

## 中国式“关系”的特殊属性

### 1, “关系”的交融性：

关系的建立或源于血缘、或系于情感、或基于共同的目标、经历、抑或关乎一定的利益关系。然而，在很多情况下，都是多种因素相互交织的结果。譬如，家族企业、亲友间的业务往来，有些人既是亲密的家人和朋友，也同样是一起打拼的事业伙伴。而正是这样相互交融的特性，赋予了一个关系圈的多种角色，一个关系对象的多重身份。

### 2, “关系”是动态的：

关系的亲疏远近会随着人生和事业的发展发生演变。在关系网中，一个人可以从一个圆流动到另一个圆、从“圈外人”变成“圈内人”、从“圈内人”变成“自己人”，反之亦然。而圈子的相互交织也一定程度上推动了圈子间相互的流动。同时，关系圈的大小也会随着时间的流逝而变化，有些圈子越拓越宽，有些则越来越精简。流动性让“关系”呈现发展和变化的动态。

### 3, “关系”意味着资源、资本、地位与权利：

“关系”意味着可触及的社会关系与领域，即人脉。在中国，人脉是一种社会资源与有价值的资本，它反映出一个人在社会中所处的地位，以及可以利用和支配的权利。

### 4, “关系”的拓展性，可维护与可增强性：

基于人的社交属性，“关系”有着很强的拓展性，这意味着“关系”提供了在更大范围让人们进一步收获认同感的可能，并给予了人们触达更多资源来获得优势的机会。关系是可以通过多种方式被维护和加强的，例如共同的经历与目标、婚姻、日常的联系等。

在这个时代，移动互联网与社交网络恰好撑持起了“关系”的拓展性。同时，赠礼也不外乎是拓展、维护、增强关系的重要方式。

## The special characteristics of Chinese Guanxi

### 1. Guanxi circles are overlapping:

Guanxi can be established based on blood relationships, personal affection or even shared goals, experiences or interests. However, in most circumstances, it is based on complex combinations of these factors. For example, family businesses form a "circle" where those involved have multiple roles and identities in one's Guanxi network.

### 2. Guanxi is dynamic:

The distance of Guanxi constantly changes due to changes of people's life and business/career stages. In various Guanxi networks, people may travel from one circle to another. An individual may start by being "a total outsider", transition to "a true insider", and even become "a family member". The size of Guanxi circles can also change over time. Some circles may expand over time, while others shrink by getting more exclusive. Such movement makes Guanxi networks dynamic.

### 3. Guanxi means resources, assets, status and power:

Guanxi also delivers reachable or accessible social networks across different fields. In China, social networks represent social resources which can turn into valuable assets, and reflect people's social status and social power.

### 4. Guanxi can be extended, maintained and enhanced:

Driven by social needs, Guanxi can be extended, which indicates the possibility of social recognition on a larger scale, and access to more social resources which in turn build advantage and privilege. Guanxi can be maintained and enhanced through shared experience, shared goals, marriage

“

中国式“关系”  
的特殊属性

The special  
characteristics of  
Chinese Guanxi

”

## MEC 洞察 Insights

## 5, “关系”的互通性:

如上所述,在中国社会,“关系”也是作为社会资源而存在的,因而“关系”也同样拥有资源所具备的可互通性。关系是可以拓展的,人们也乐于通过人际资源的相互引荐和介绍来拓展圈子和人脉。

## 6, “关系”映射的“人情社会”和“回报”文化

**人情社会**: 在人与人的交往互动中主要以“人情”作为交换媒介,而用于交换的是可以表示情感的资源。尽管交换的通常是实物,但常常会提升到“人情”的高度。比如,送礼者送给收礼者一箱苹果,收礼者所“欠”的不仅是一箱苹果,而是“人情”。这与西方国家的欠人情不同,中国的“欠”人情很多时候会涉及一定的心理负担。而通常情况下,人情是需要还的,过一段时间,收礼者会还人情,比如还赠给送礼者一份亲手烹制的饭菜。这样的给予与回报是无限循环的,使得“人情”得以延续和强化。

国人的这般**回报**,和西方社会的互惠原则(reciprocity)有所不同。西方的互惠原则追求的是对等的价值,以及成本、利益的均衡,通常是实时的、短期的。而中国人情社会的“回报”具有一些特别的差异点:

① 虽然也有互惠,但双方利益不一定对等

② 回报的延时性: 延时意味着关系的持久性

③ 不限时性: 也更加体现了关系的长久性,在中国有“一日为师终身为父”的“终身回报”,以及恩重如山“来世再报”的概念

④ 不明确性: 不明确的时间、内容与数量

“人情”使得关系中不同的圈子和人形成了一个共生的系统,即便在

and daily contact.

Nowadays, mobile Internet and social networks in China perfectly support and enhance these attributes of Guanxi. Gifting is also widely used to extend, maintain, and enhance Guanxi.

## 5. Guanxi can be exchanged:

Guanxi exists as a social resource and assets in Chinese culture, hence is in nature exchangeable, or even transactional. For example, "introducing from acquaintance" is seen as a very common and effective practice to enhance Guanxi networks.

## 6. Renqing-oriented society and "giving back" culture in Guanxi

In Renqing-oriented society, although people exchange objects, this is considered a current gift in exchange for a future favor. For example, if someone gives another a box of apples, what the 'giftee' "owes" is not a box of apples, but "Renqing". "Renqing" in China means much more than "favor" it is an obligation the 'giftee' must return. "Renqing" needs to be returned over time, such as inviting the 'gifter' to homemade food in this example. With the exchange of Renqing, such gifting and returning favors culture forms an endless circle, where Guanxi can be extended and strengthened.

The "giving back" culture in China is different from the reciprocity principles in Western society. The principle of reciprocity in the West values equal exchange for short term benefits. But "giving back" Renqing in China has some unique differences:

66

“关系”映射“人情社会”和“回报”文化  
Renqing-oriented society and "giving back" culture in Guanxi

99



商业世界中，也会因为业务合作里的人情元素而使得商业关系发生变化。

## 7, “关系”中对“面子”的重视

“面子”，对于中国人而言，不仅仅是一个人的整体印象，同样代表了被社会或他人尊重和认可，甚至可以是个人名誉和社会地位的缩影。因而在“关系”中，中国人很看重“面子”，这也决定了“体面”与否是选择礼物时的重要考虑因素之一。

由此，“关系”所具有的这些特殊属性，决定了礼物交换时人们期待其对于“关系”产生的影响和意义。礼物交换涉及赠礼、收礼、还礼的互动过程，是维护、增进、拓展“关系”与升华“人情”的稳定剂、粘合剂，以及推动剂。

中国人乐于参与到礼物交换的互动过程中，年年岁岁皆如此。

## 关系文化对品牌的意义

品牌需要看到关系文化所展示的不同意义：

### ① 商业组织间 / 中的关系：

在公平交易的基础上，巧用“关系”文化来达成组织与组织之间，以及人与组织之间的持久性关系

### ② 品牌与消费者的关系：

品牌需基于中国的关系文化，定义自己在其关系网络中的愿景：

■ 针对不同关系网络上的多元角色，提供相应的概念、产品和营销机制

■ “动态”的状态，时刻了解消费者在不同阶段上对于关系的变化需求，提供适时的选择

■ 做到“体面”，成为共同认知的体面的选择，助力消费者在关系网络中的维系与成长

■ 赋予更多的意义和内涵，升华关系文化中的“人情”

■ 推动消费者与其圈子网络的关系，如红包互动，共同完成任务或团购等方式

① *The benefits on both sides are not necessarily equal*

② *"Giving back" is usually delayed, which represents the longer-term nature of Guanxi*

③ *No clear time boundary. "Giving back" can take a lifetime like "being a teacher once, being a father for a lifetime" and also longer – it's common to say "Return the Renqing in the next life".*

④ *Unclear time, objects and quantity*

Renqing allows people from different social circles to form a collective system. Even in a business context, having Renqing in Guanxi makes business cooperation and relationships different from other cultures.

## 7. Guanxi values "Mianzi"

To Chinese people, "Mianzi", literally meaning "face", is more than a general image. It is also a sense of social respect and recognition, even dignity and prestige in social contexts. As a result, Chinese people value "Mianzi" within Guanxi culture. Especially for HNWLs, whether or not gifts can represent "Mianzi" is one of the major considerations when choosing gift.

These special characteristics of Guanxi determine peoples' needs and expectations of gifting exchanges in China. That is, sending, receiving and returning gifts to stabilize and enhance Guanxi and Renqing.

This explains why Chinese people are still so reliant on gifting culture, as well as how it permeates every level of life and society.

## What does Guanxi culture mean to brands?

Brands can consider different meanings and implications when it comes to Guanxi culture:

### ① Guanxi between/within Business organizations:

Companies can smartly learn from the Guanxi culture to establish long-term bonding and engagement between and within organizations

### ② Guanxi between brands and consumers:

Brands can enhance their meaning through Chinese Guanxi Culture:

■ Have a targeted strategy to consider different roles that different "circles" and individuals play in a Guanxi network

■ Be "dynamic": understand consumers' changing needs of Guanxi in different stages and provide suitable offerings

■ Assist consumers' needs of maintaining "Mianzi" and have further growth in their Guanxi

■ Add more meanings into communications and offerings to uplift the Renqing in Guanxi

■ Boost consumers' Guanxi networks, for example using Red Envelopes and group purchase/activities to trigger interactions in Guanxi



## 第二章 高净值人群 赠礼行为 概览

## CHAPTER 2 OVERVIEW OF HNWI'S GIFTING BEHAVIOR

### 本章亮点 KEY HIGHLIGHTS

- ① 高净值人群赠礼的热衷度：过去1年人均赠礼总计34.4次，即每月2-3次；
- ② 情感性与目的性共同驱动下的赠礼动因
- ③ “关系”如何影响高净值人群在赠礼上的投入和布局
- ④ 高净值人群赠礼的“讲究与规则”
- ⑤ 礼物决策周期上不同阶段的意义和启示

- ① HNWI's enthusiasm for gifting: 34 times a year, 2-3 times a month
- ② Gifting motivations both are emotional-oriented and purpose-oriented
- ③ How Guanxi influences HNWI's gifting pattern
- ④ Rules of gifting to HNWI's
- ⑤ Implications across the different stages of the gifting purchase journey

### MEC 洞察 Insights

如今，中国人一年到头忙着过各种各样的节日。随着五花八门的节日带来的话题效应，也应运而生了各大品牌的花式营销。平日里的普通产品披上礼品包装的外衣，摇身成为货架上的宠儿。产品以及购买渠道的多样化，也赋予了人们购买礼物更多的选择和便利。

层出不穷的营销手段迎合了人们日益增长的赠礼需求，同时也触发了人们在更多场合进行赠礼的行为。一来二去，使得人们赠礼的意愿呈现出逐年增长的态势。

Chinese people celebrate all kinds of festivals throughout the year. As a result, many brands constantly launch topical marketing campaigns and package their products and services with gifting concepts. The wide range of products and purchasing channels also bring more options and convenience to consumers.

These marketing activities perfectly meet consumers' gifting needs and can trigger higher involvement with brands. Therefore, people's willingness to gift branded goods grows year by year, especially HNWI's.



图片来源 Photo Source: Gettyimages

HURUN 研究 Research

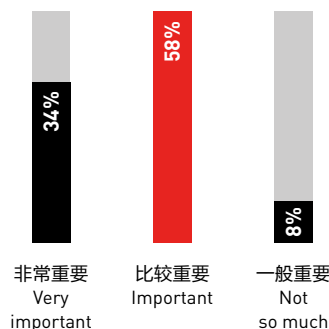
## 2.1 赠礼重要性及原因

在此次调查中，92% 的高净值人群表示赠礼在他们的生活中发挥着重要的作用。过去一年中，他们人均在赠礼上的总花费为 26.1 万元。并且，与过去三年相比，53% 的高净值人群赠礼次数变得更多，56% 的人赠礼花费变得更多，可见其对赠礼的重视。

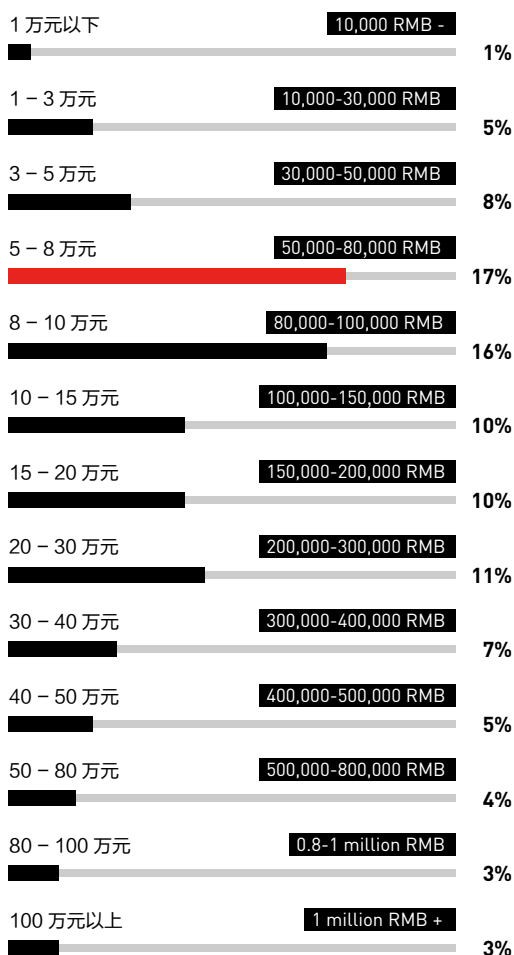
## 2.1 IMPORTANCE OF GIFTING AND WHY

According to the survey, 92% of the HNWI's pointed out that gifting plays an important part in their life. Over the past year, each of them have spent an average of 261,000RMB on gifting. Compared with the last three years, 53% of HNWI's have gifted others more often, and 56% have spent more money on it.

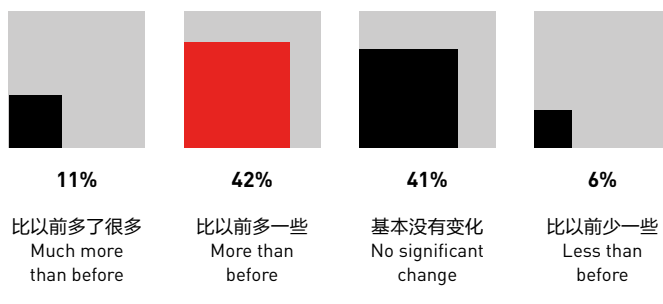
### 赠礼在生活中的重要性 The Importance of Gifting



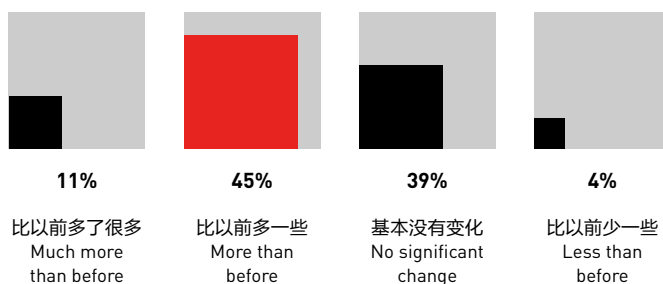
### 过去一年赠礼总花费（人民币） Gifting Expenditure in P1Y (RMB)



### 与过去三年相比，赠礼次数变化 Compared to P3Y, the Number of Gifting Has Changed

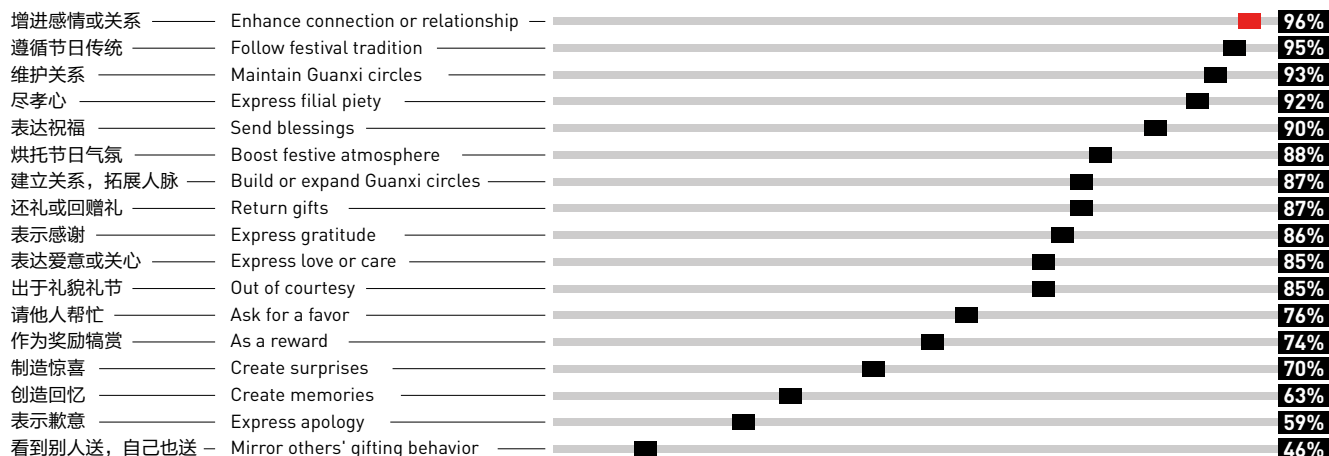


### 与过去三年相比，年度赠礼总花费变化 Compared to P3Y, the Total Gifting Expenditure Has Changed



## 赠礼原因 Gifting Motivation

Top 3 总是送 & 经常送 & 有时送 Top 3 Always & Often & Occasionally



## 过去一年人均赠礼总花费 (人民币: 元)

Annual Per Capita Expenditure  
in P1Y (RMB)

1,000-5,000 万资产  
Assets of 10-50 million RMB  
¥147,000

5,000 万以上资产  
Assets of 50 million RMB or more  
¥434,000

男性  
Males  
¥283,000

女性  
Females  
¥229,000

一线城市  
Tier 1 Cities  
¥294,000

二线城市  
Tier 2 Cities  
¥242,000

## HURUN 研究 Research

### 人群差异

不同人群在过去一年人均赠礼的总花费上差异明显:

■ 5,000 万以上资产人群比 1,000-5,000 万资产人群高出近 3 倍;

■ 男性比女性多 5.4 万元;

■ 一线比二线多 5.2 万元。

高净值人群赠礼的原因多样。96% 为“增进感情或关系”赠过礼。为“尽孝心”赠礼的比例为 92%。此外, 节日赠礼的传统也受到尊崇, 95% 的人有因此而送过礼物。

## DEMOGRAPHIC DIFFERENCES

Annual per capita expenditure on gifting varies according to the demographic:

■ Those with more than 50 million RMB assets spent almost three times as much as those with 10-50 million RMB;

■ Males spent 54,000 RMB more on gifting than females did;

■ The people who live in Tier 1 cities spent 52,000 RMB more on gifting than the people who live in Tier 2 cities did.

There are various gifting motivations for HWNIs. 96% of the respondents aimed to “enhance connection or relationship”. 92% of the respondents sent gifts to “express filial piety”, and 95% of the respondents did so for following festival traditions.

MEC 洞察 Insights

高净值人群赠礼的原因可划分为两类——情感性和目的性。

可以发现，对于高净值人群而言，情感性赠礼动因和目的性动因都占着较大的比重。

对于不同的赠礼对象和场合，所涉及的动因也不同。

情感性动因更多地在于对亲密关系的赠礼，如对父母，更多的是“尽孝心”、“表达爱意或关心”；对于恋人或配偶，更多的是“表达爱意或关心”、“制造惊喜和回忆”。目的性动因更多存在于关系网络中的非亲密圈子。

品牌需要考虑到因赠礼对象和场合差异产生的不同的赠礼动因，有针对性地进行营销和沟通。

HNWIs' gifting motivations can be divided into two types, emotion driven and purpose driven.

To HNWIs, both emotional motivations and purpose-driven motivations are important. These motivations vary by 'giftees' and occasions.

Emotional motivations are common for close relationships in Guanxi. For example, "express filial piety, love and care" are very high for parents, "express love and care" and "create surprises and memories" are very high for romance gifting. Purpose-driven motivations happen often for non-close relationships.

Brands need to consider gifting motivations under different circumstances and apply precise marketing and targeting strategies to address them.

高净值人群话语摘录 VERBATIM

情感性 Emotion-driven:

“中国人重感情，所以特别愿意送礼物。不管是重温一下友情，还是制造浪漫，或者尽尽孝心，对方收到礼物开心了，你也跟着开心。”

"Chinese people value Guanxi and enjoy sending gifts, whether it is for friendship, or for romance, or to show caring to parents. You feel happy making others happy."

“现在生活节奏那么快，大家都很忙，虽然有时很难那么用心地选礼物，但是无论收到什么，这是一种被别人惦记的感觉，很暖心。”

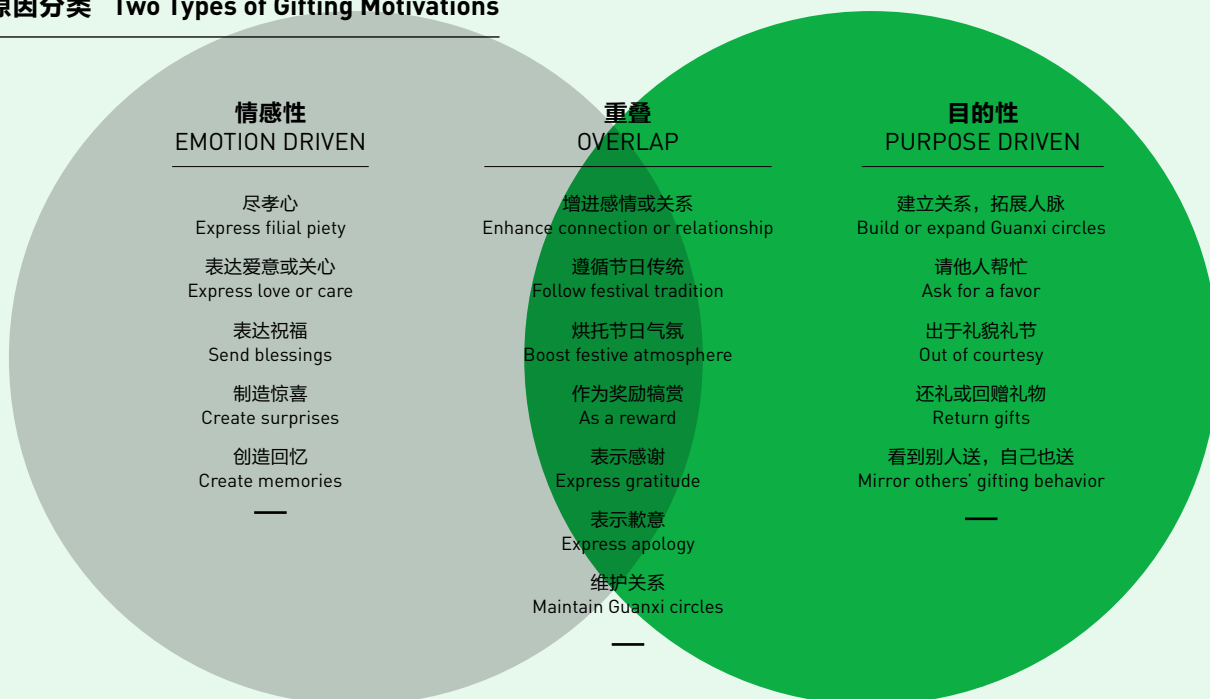
"Busy lifestyles make it difficult for people to spend time selecting gifts. No matter what I receive, the feeling of being remembered is really warm and sweet."

目的性 Purpose-driven:

“俗话说，无事不登三宝殿，需要别人帮忙的时候，得要准备点礼物。礼物不仅可以用来投石问路，也可以让关系更好。”

"The old saying goes, 'you don't visit someone unfamiliar without a reason'. So when you need a favor in this scenario, you'd better bring some gifts with you. Gifts can also enhance and expand your Guanxi network."

赠礼原因分类 Two Types of Gifting Motivations





“

高净值人群赠礼对象广，  
频率高

HNWIs send gifts to  
various 'giftees' with  
high frequency

”

## HURUN 研究 Research

### 2.2 赠礼对象及礼品选择

#### 赠礼对象

从赠礼对象的类别上看，给“家人”赠礼的高净值人群比例最高（98%），其次是“商务”（81%），给“朋友”赠礼的相对较少（57%）。具体而言，“父母”、“恋人或配偶”和“重要商业伙伴”是高净值人群最普遍的三类赠礼对象。

从赠礼次数上看，高净值人群去年人均赠礼 34.4 次，即月均 2-3 次。而针对不同的对象，只要送过，平均次数都在 4 次以上。

由此可见，高净值人群赠礼对象广，频率高。

### 2.2 WHO AND WHAT

#### WHO

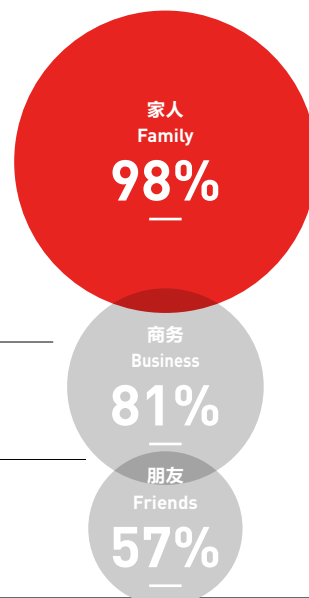
"Family" are the most common 'giftees', with 98% of HNWI's sending them gifts. "Business" (81%) is the second common category, while relatively few gifts are sent to their "friends" (57%). More specifically, "parents", "lovers or spouses", and "important business relationships" are the most common recipients.

Regarding the frequency of gifting, each of the HNWI's sent others gifts an average of 34.4 times last year, 2-3 times per month. On average, they have sent gifts more than 4 times for each particular purpose. In conclusion, HNWI's send gifts to various 'giftees' with high frequency.

#### 赠礼对象 'Giftees'

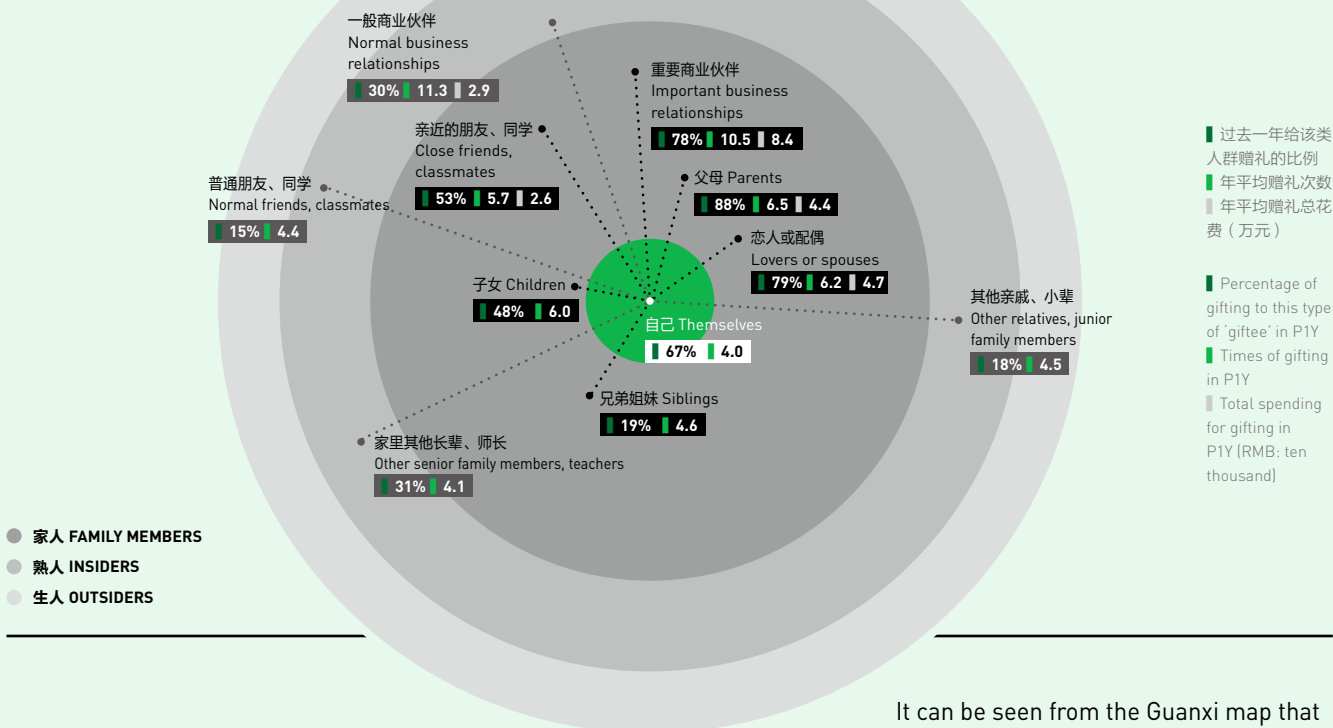
● TOP 1 ● TOP 2 ● TOP 3

	过去一年给谁赠过礼 Gifted to Whom in P1Y	过去一年平均赠礼次数 Times Gifted in P1Y
父母 Parents	88%	6.5
恋人或配偶 Lovers or spouses	79%	6.2
自己 Themselves	67%	4.0
子女 Children	48%	6.0
家里其他长辈、师长 Other senior family members, teachers	31%	4.1
兄弟姐妹 Siblings	19%	4.6
其他亲戚及小辈 Other relatives, junior family members	18%	4.5
重要商业伙伴 Important business relationships	78%	10.5
一般商业伙伴 Normal business relationships	30%	11.3
亲近朋友、同学 Close friends, classmates	53%	5.7
普通朋友、同学 Normal friends, classmates	15%	4.4



MEC 洞察 Insights

“关系”图 Guanxi Map



从“关系”图中可以发现，高净值人群在赠礼上的投入和布局，与其亲疏远近的人际格局基本一致。关系越近，投入越高。

市场机会点

情侣赠礼普遍，且男女次数相当

过去一年中，79%的高净值人群有给自己的恋人或配偶送过礼物。并且，在次数上，男性和女性不分伯仲，过去一年平均为6.32次和6.2次。

对品牌而言，这预示着更多的营销机会点。例如：以不同的主题同时对男性与女性进行营销，情侣主题的礼品形式等。

“给自己送礼物”正时兴

此外，67%的高净值人群去年有给自己送过礼物，平均送过4次。并且，这一现象在女性中更为普遍（74%，指数110）。这与当下追求“小确幸”、“仪式感”、“宠爱自己”等

It can be seen from the Guanxi map that the effort HNWLs put into different 'giftees' generally hinges on the importance of or their affinity with them within their Guanxi network. The more important the 'giftee' is, the more effort the 'gifter' puts into the gift.

Market opportunity

Sending romantic gifts is popular

79% HNWLs have sent gifts to their boyfriend, girlfriend or spouse in P1Y. In terms of frequency, men and women tend to be equal, on average 6.32 and 6.2 times respectively.

For brands, it is appropriate to identify marketing opportunities reaching both males and females. Targeted concepts or messages for different genders and occasions are recommended.

"Gifting to ME" is also popular

In addition, 67% HNWLs have given themselves gifts last year, for 4 times on

“

在赠礼上的投入和布局，与关系格局基本一致  
The effort put into different 'giftees' generally hinges on the Guanxi network

”

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人群差异 Group Difference

	赠礼次数比过去三年多 Send More Gifts Compared to P3Y	赠礼总花费比过去三年多 Spend More on Gifting Compared to P3Y
一线 Tier 1	41% 指数 Index 79	43% 指数 Index 77
二线 Tier 2	59% 指数 Index 113	64% 指数 Index 114
35 岁及以下 35 yrs. and below	57% 指数 Index 110	62% 指数 Index 111
36 - 45 岁 36-45 yrs.	56% 指数 Index 108	57% 指数 Index 102
45 岁以上 45 yrs. above	43% 指数 Index 83	51% 指数 Index 91

高净值人群话语摘录 VERBATIM

“与其是单纯地买东西给自己，我更喜欢把它作为礼物，感觉会不太一样。特别高兴的时候，犒赏自己一下；特别难过的时候，安慰自己一下。”  
“Compared to buying myself something, gifting myself feels way better to me. It can be a reward when I'm happy, or a comfort when I'm sad.”

高净值人群话语摘录 VERBATIM

“我现在在人生的上升期，要更努力往上走，人脉要更多更广些。”  
“For a young man like me, in the early yet critical stage of my career, I need to expand my Guanxi network to help me gain success.”

概念相契合。比起简单地买给自己，以“礼”之名，往往能带来更大的喜悦感和满足感。

品牌可以借助消费者的这一心理诉求，特别是忙碌的高净值人群“给自己礼物”的需求，来提升他们与品牌的情感联系。

同时，品牌可以通过特定的主题来创造更多营销机会，激发购买。例如：“情人节，做自己的爱人”，“女神节，给自己多一份宠爱”等。

人群差异

二线城市后劲十足

和过去三年相比，无论是在赠礼次数还是总花费上，和一线城市相比，二线城市的高净值人群都表现出了更为积极的态度。这体现了二线城市逐渐崛起的礼物市场参与度，其潜力不容小觑。

中青年赠礼更积极

45 岁及以下高净值人群处于黄金期，和过去三年相比，他们在赠礼次数和花费上有更多增长，尤其是 35 岁以下更年轻的人群。了解他们的需求和偏好是赢得现在与未来机会点的关键，对品牌长期的发展具有重要意义。

average. This is more common among females (74%, index 110). "Gifting to me" fits in with the popular concepts like "little but certain happiness", "a sense of ceremony", and "love and pamper myself". Rather than simply buying something, making it a "gift to me" brings greater joy and satisfaction.

Brands can leverage this mentality of consumers, especially for busy HNWIs, to enhance their emotional connection with the brand.

Meanwhile, brands can create more marketing opportunities to drive consumers' purchase. For instance, launch campaigns like "Be your own valentine on Valentine's Day", "Love yourself more on Women's Day".

Group differences

The rising potential of the Tier 2 markets

Compared to P3Y, HNWIs in Tier 2 show more increase in both gifting frequency and spending than those in Tier 1. This reflects their growing needs and involvement in the gifting market, showcasing that the potential of Tier 2 markets is worth attention.

More eagerness amongst ambitious young and middle-aged HNWIs

In the growing or booming stage of their business and career, 45 yrs. below HNWIs show more increase in gifting frequency and spending compared to P3Y, those below 35 yrs even more so.

It is vital to capture the younger group's gifting needs and preferences, for short-term sales uplift as well as driving the long-term growth of the brand.

## HURUN 研究 Research

### 赠礼选择

现金类、烟酒茶和健康产品是高净值人群最常见的礼品选择。过去一年中，超过九成的人送过这三类礼品。

此外，送过服饰箱包、个人护理、珠宝首饰这些时尚产品的人也很多，占比分别为 79%、74% 和 65%。

### WHAT

Cash, tobacco, alcohol, tea, and healthcare products are the most commonly chosen gifting options among HNWI. Over the past year, more than 90% of the HNWI have gifted these items.

Apparel, luggage and bags, personal care, and jewelry are also popular, accounting for 79%, 74% and 65% respectively.



**现金类、烟酒茶和健康产品是高净值人群最常见的礼品选择**  
**Cash, tobacco, alcohol, tea, and healthcare products are the most commonly chosen gifting options among HNWI**



## 礼品品类 Gifting Category

过去一年送过哪些  
Gifting Categories in P1Y

<b>1</b>	<b>烟酒茶 Tobacco, alcohol, tea</b>	<b>93%</b>
	茶叶 Tea	79%
	洋酒 Wine	57%
	国产酒 Domestic liquor	55%
	国产烟 Domestic tobacco	48%
	洋烟 Foreign tobacco	48%
<b>2</b>	<b>现金类 Cash</b>	<b>93%</b>
	购物卡券 Shopping card vouchers	73%
	红包、现金 Red envelopes, cash	72%
	金融理财产品 Financial products	15%
<b>3</b>	<b>健康产品 Healthcare products</b>	<b>90%</b>
	传统滋补品或中药材 Traditional health supplements and TCM	72%
	现代保健品 Modern healthcare products	59%
	健康设备及产品 Healthcare equipments and products	56%
	体检 Health checkup	35%
<b>4</b>	<b>服饰箱包 Apparel, luggage and bags</b>	<b>79%</b>
	服装 Apparel	52%
	箱包 Luggage and bags	51%
	配饰 Accessories	50%
	鞋靴 Footwear	34%
<b>5</b>	<b>食品 Food</b>	<b>74%</b>
	海鲜 Seafood	51%
	粮油与食材 Food such as vegetables, fruit, oil, rice	40%
	零食 Snacks	36%
	饮品与乳制品 Drinks and dairy products	37%
	海味干货，如瑶柱 Dried seafood, such as scallops	32%
<b>6</b>	<b>个人护理 Personal care</b>	<b>74%</b>
	护肤品 Skincare products	50%
	香水 Perfume	50%
	化妆品、彩妆 Cosmetics	44%
	个护仪器，如美容仪 Equipment such as beauty equipment	33%
	香薰、香料、蜡烛 Aromatherapy, spices, candles	16%
<b>7</b>	<b>珠宝首饰 Jewelry</b>	<b>65%</b>
	金银珠宝 Gold and silver jewelry	40%
	手表腕表 Watches	39%
	翡翠玉石 Emerald jade	26%
	文玩木料 Antique or special materials	19%

▶ 请翻下一页查看第二部分礼品品类 Next page to continue the gifting category part2



**礼品品类 Gifting Category**
**HURUN 研究 Research**

过去一年送过哪些 Gifting Categories in P1Y

<b>8</b>	<b>体验与服务 Experiential items</b>	<b>63%</b>
	SPA、美容 Spa beauty	39%
	旅游度假产品 Travel products	38%
	门票类 Tickets	33%
	运动相关 Sports-related	31%
<b>9</b>	<b>电子数码 Electronics</b>	<b>61%</b>
	手机、平板电脑 Mobile phones, tablets	49%
	笔记本电脑、台式机 Laptop and desktop computers	17%
	智能可穿戴设备 Smart wearable devices	16%
	其他电子数码产品 Other electronic products	13%
<b>10</b>	<b>其他品类 Other items</b>	<b>54%</b>
	鲜花、植物 Flowers, plants	43%
	人脉关系 Guanxi networks	23%
	运动和户外商品 Sporting and outdoor goods	21%
	非数码类玩具 Non-digital toys	10%
<b>11</b>	<b>文化艺术 Art and culture</b>	<b>44%</b>
	工艺品、装饰品 Handicrafts and decorations	35%
	书画用具 Painting and calligraphy tools	8%
	书法字画 Calligraphy	8%
	书籍画册 Books and albums	5%
<b>12</b>	<b>家居家电 Home appliances</b>	<b>30%</b>
	小家电 Small appliances	18%
	大家电 Large appliances	12%
	家具家纺 Home furnishings	9%
<b>13</b>	<b>母婴用品 Mum and baby products</b>	<b>10%</b>
	婴儿奶粉 Infant formula	7%
	其他孕妇、妈咪及婴童用品 Other pregnancy and childcare products	7%
	尿布 Nappies	6%
<b>14</b>	<b>动产及不动产 Moveable and immoveable property</b>	<b>8%</b>
	汽车 Cars	8%
	房产 Property	1%

## MEC

## 洞察 Insights

## 礼品选择多样化下的机遇和挑战

高净值人群在礼品选择上呈现出多样性和灵活性——既有生活日用品，也有文化艺术品，既有传统的烟酒茶，也有现代的箱包鲜花，既可以是实物产品，也可以是服务体验，甚至还可以是人际资源的相互的引荐。

对品牌而言，这既是机遇，又是挑战，既要确保品类被送礼者考虑和青睐，还要在同品类竞争中让品牌脱颖而出。

## 礼物品类选择的趋同化

整体而言，高净值人群在礼物品类的选择上，也表现出了一致性与趋同性。值得注意的是，35岁以下年轻人群选择传统礼物的比例并不亚于成熟人群。

对品牌而言，这也说明，其不能仅仅聚焦于特定的细分群体，而应该广泛关注各类人群的潜力。在聚焦核心群体的同时，可以将眼光放得更长远，为未来市场做准备。

## 传统礼品品类仍占主导地位带来的挑战及机遇

传统的礼品品类，如红包、烟酒茶、健康产品，具有实用性高，适用人群广，可自用，可转赠，不浪费的特点。对赠礼人而言，它们也是方便、省心之选。

## 红包

春节、婚礼、满月、寿辰必备之礼，同样适用于其他各类场合。金额不限，赠礼人可按照和对方关系的远近、赠礼的场合和目的自行掌握。

除传统红包外，近年来，“电子红包”风靡全国，无论是节日，还是日常，男女老幼都热衷发，热衷抢。

小额的用于平日社交炒气氛，如“拼手气红包”，大额的用于节日生日传情晒幸福，如5月20日给恋人发520元并发朋友圈。

值得注意的是，商业上，国内的各类电商平台都在借助“红包”激发消费和传播，同时



高净值人群在礼品选择上呈现出多样性和灵活性  
HNWIs show great variety and flexibility in gift choices



## Both opportunities and challenges come from diversification of gifts

HNWIs show great variety and flexibility in gift choices. From daily groceries to cultural handicrafts, from traditional tobacco, tea, and alcohol to modern handbags, bouquets, from physical goods to experiential items, even a Guanxi referral is in their list.

This indicates both opportunities and challenges for brands. Not only do they need to be a favorable category, they also need to win against other brands within the category.

## Commonalities in gift category choices

In general, HNWIs also show consistency and similarity in the selection of gifting categories. It is worth noting that younger HNWIs are also highly involved in the traditional categories.

Brands need to pay attention to a wide range of consumers when targeting gifting occasions.

## The continuing dominance of traditional gifting categories

The traditional gifting categories, such as red envelopes, tobacco, alcohol, tea, healthcare products, are useful, suitable for all, and can be re-gifted, thus will not be wasted. 'Gifters' also see them as convenient and safe choices.

## Red Envelopes

Red envelopes are must-have gifts for Chinese New Year, wedding, full month celebration, and senior birthday celebration etc. There is no amount limit for giving red envelopes. 'Gifters' can decide based on the occasion and how close the 'giftee' is.

Apart from traditional red envelopes, digital red envelopes are also wildly popular. Whether it is to celebrate festivals or just regular gifting, everyone love to send out and compete for digital red envelopes.

Red envelopes with small amounts are

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创造乐趣和粘性，如美团“抢红包”；还有一些品牌则在尝试利用这种形式推广礼券，如星巴克的“用星说”。

### 烟酒茶

无论家人、商务、朋友，无论关系亲疏，烟酒茶都是不出错的礼品选择，且同时适用传统节日和日常拜访。此外，高净值人群在烟酒品牌的选择上集中度很高，如中华烟、茅台酒等。

### 健康产品

高净值人群认为健康产品更适合送长辈，家人、商务关系皆可。

除日常走访、传统节日外，母亲节、父亲节、重阳节、生日和探病等场合也会选到健康产品。类型上，中式滋补品仍然更受欢迎，一些年轻的消费者会更多选择现代保健品。

对品牌而言，身处传统礼品品类的品牌如何以新的概念和形式突围；新兴的品类如何与传统品类打造差异化优势从而赢得消费者的尝试和偏爱，是值得思考的方向。另一方面，品牌也可以考虑借力传统礼品品类的概念来帮助拓展市场，例如：利用电子红包形式进行推广营销，或与传统礼品进行组合或跨界合作等。

### 人群差异

不同性别和年龄的高净值人群在礼品选择上略有差异，品牌在营销策略中需要有所侧重。

■ 男性更多送金银珠宝（指数 120），鲜花植物（指数 119）和箱包（指数 106）；

■ 女性更多送手表腕表（指数 121），个护仪器（如剃须刀）（指数 121）和手机平板（指数 110）；

■ 35 岁以下年轻人更多送时尚或时下流行的产品，包括配饰（指数 130），护肤品（指数 120），香水（指数 118），彩妆（指数 118），SPA 美容（指数 144），运动卡（指数 139）等。

used to boost the atmosphere, such as "group red envelopes", while those with large amounts are used to celebrate festivals, birthdays, and show love and care. For instance, on May 20th, sending your partner a red envelope worth 520 RMB is worthy of sharing in WeChat moments.

It is worth noting that in the business context, various e-commerce platforms are using "red envelopes" to stimulate consumption, forwarding in social platforms, at the same time to bring in joy, fun and loyalty in usage. For example, Meituan invites users to "steal" for coupons in the red envelopes, and Starbucks use social network to promote coffee gift coupons.

### Tobacco, Alcohol, Tea

Tobacco, alcohol, and tea are all considered good choices for families and business friends regardless of the social distance and gifting occasion. In addition, HNWLs have very similar brand choices of tobacco, alcohol, such as Chunghwa Cigarette and Maotai Alcohol.

### Healthcare Products

Healthcare products are more suitable for seniors in both family and business networks.

Apart from daily visits and traditional festivals, 'gifters' will send health products as gifts on Mothers' Day, Fathers' Day, Chung Yeung Festival, birthday and when visiting the sick. In terms of product types, TCM is more popular, while some young consumers will choose western health supplements as well.

Brands in the traditional gift categories should find a way to break out with new concepts and formats; while those in emerging categories can win over consumers by providing differentiated advantage from the traditional categories. On the other hand, brands can consider expanding the market by leveraging the concept of traditional gifting categories, such as using digital red envelopes in marketing, or cooperating with brands in traditional gifting categories.

### Group difference

Different genders and age groups show some difference in gift preferences which need to be considered in brands targeting strategies.

■ Men tend to gift more jewelry (index 120), flowers (index 119) and handbags (index 106).

■ Women tend to gift more watches (index 121), personal care devices (such as razors) (index 121) and mobile tablets (index 110).

■ Young people under 35 yrs. gift more diverse fashionable products such as accessories (index 130), skin care (index 120), perfume (index 118), cosmetics (index 118), SPA beauty (index 144) Sports card (index 139) etc.



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## 2.3 赠礼场合及考虑因素

## 赠礼场合

“节日”是高净值人群最普遍赠礼的场合，尤其是中国的两大传统节日——去年有92%的人在“春节”赠过礼，83%在“中秋节”赠过礼。

此外，在“生日”和“纪念日”赠礼的比例也很高，分别为87%和64%。

除特殊节日外，“日常走访”也是赠礼的常见场合（62%）。

## 2.3 WHEN AND HOW




## WHEN

HNWIs always send gifts during festival periods, especially in China's two foremost traditional festivals, Chinese New Year and the Mid-Autumn Festival. Last year, 92% and 83% of them sent gifts during Chinese New Year and Mid-Autumn Festival.

"Birthdays" and "anniversaries" are also regularly marked by gifting, with 87% and 64% of respondents respectively sent gifts on these occasions.

In addition to festive occasions, "daily visits" is also popular for gifting [62%].

## 过去一年赠礼场合 Gifting Occasions in P1Y

<b>1 节日 Festival</b>	<b>99%</b>
中国传统节日 Traditional Chinese Festivals	97%
春节 Chinese New Year 	92%
中秋节 Mid-Autumn Festival 	83%
端午节 Dragon Boat Festival	34%
七夕 Chinese Valentine's Day	27%
元宵节 Lantern Festival	19%
重阳节 Chung Yeung Festival	14%
西方/国际节日 Western/International Festivals and Holidays	73%
情人节（2月14日）Valentine's Day	47%
母亲节 Mother's Day	40%
父亲节 Father's Day	35%
圣诞节 Christmas	32%
感恩节 Thanksgiving	18%
儿童节 Children's Day	15%
妇女节 Women's Day	14%
教师节 Teacher's Day	10%
白色情人节（3月14日）White Valentine's Day	7%
购物节日 Shopping Holiday	8%
购物节，如双十一 Shopping holidays such as double 11	8%
<b>2 生日与纪念日 Birthdays and anniversaries</b>	<b>88%</b>
生日 Birthdays 	87%
纪念日 Anniversaries	64%
<b>3 日常 Daily</b>	<b>82%</b>
日常走访 Daily visits	62%
旅行归来 Return from a trip	46%
特定时节 Special seasons	45%
乔迁新居 Moving to a new house	37%
探望病人 Visit patients	36%
随意，想到了就送 Impulse purchases	31%
<b>4 社交 Social</b>	<b>77%</b>
婚礼 Weddings	58%
生意开张 Business openings	49%
请他人帮忙 Ask for a favor	48%
生子、满月、百天 Births, first month, first 100 days	40%
白事、丧事 Funerals	24%

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“

赠礼节日呈多  
样化趋势，场合  
也更加随性

Gifting occasions  
getting more casual.  
Western holidays  
increasingly  
driving gifting

”

**赠礼节日呈多样化趋势**

除传统东方节日之外，过去一年中，73%的高净值人群有在西方节日送过礼物。很多人在情人节（47%）、母亲节（40%）、父亲节（35%）这类有情感共鸣的西方节日送出礼物，其比例甚至高于传统的端午（34%）。

**赠礼的场合更加随性**

除特定场合外，近1/3的高净值人群有“想到了就送”的情况，这在女性中更为明显（37%，指数119）。并且，对于父母、恋人或配偶等亲近的对象，送礼更为随性，平时看到合适的东西，常常会作为礼物来表示日常的关爱。

现如今，各种节日层出不穷，绵延整年，品牌在把握不同节日进行礼物营销的同时，还需要考虑品牌在礼品市场的新鲜感和持续热度，避免消费者产生“审美疲劳”。同时，还可以通过品牌及产品在生活方式上更深度的渗透，来驱动消费者日常随性的赠礼。

**Western holidays increasingly driving gifting**

In addition to the traditional oriental festivals, 73% of HNWLs sent out gifts to celebrate Western festivals over P1Y. Many people send gifts on Valentine's Day (47%), Mother's Day (40%), Father's Day (35%), at a higher rate than the traditional Dragon Boat Festival (34%).

**Gifting occasions getting more casual**

Nearly 1/3 of HNWLs made "impulse gifts", especially popular among females (37%, index 119). What's more, sending gifts to parents, lovers or spouses appears to be more spontaneous. People often send gifts to express their care and love when they come across suitable options.

Brands need to grasp various marketing opportunities throughout the year. When planning different festivals or themed marketing promotions, brands also need to offer new news to sustain popularity in the gifting market. At the same time, brands can also drive day-to-day casual gifting occasions by focusing on lifestyle.





## 关于赠礼态度描述 Gifting Attitude

除了礼物本身，包装也很重要 In addition to the gift itself, packaging is also important	87%
我倾向于选择不容易出错的礼物 I tend to choose 'safe' gifts	80%
我希望别人能感知到对礼物的重视度 I hope that others can perceive the value of the gift	79%
在礼物选择上，我追求变化和新意 When selecting a gift I pursue change and new ideas	78%
我很在意对方是否喜欢我送的礼物 I am very concerned about whether the 'giftee' likes my gift	76%
赠礼不能显得太有目的性 Gifting should not seem to have an ulterior motive	66%
我选择实用的礼物，避免华而不实 I choose practical gifts, and avoid flashy items	53%
我倾向于选择高档品牌作为礼物 I tend to choose high-end brands as gifts	49%
礼物不一定要送贵的 The gift does not have to be expensive	47%
传达心意就好，具体送什么没那么重要 As long as it delivers the care and goodwill, the gift itself is not so important	45%
我享受挑选礼物和给别人赠礼的过程 I enjoy the process of picking gifts and gifting others	45%
我倾向于选择国外品牌作为礼物 I tend to choose foreign brands as gifts	44%
我倾向于选择进口商品作为礼物 I tend to choose imported goods as gifts	39%
赠礼无须特定的场合，随性就好 Gifting does not require a special occasion	37%
我倾向于选择本土品牌作为礼物 I tend to choose local brands as gifts	36%

Top 2 非常同意 & 比较同意 Top 2 Strongly Agree & Somewhat Agree

### 赠礼选择的考虑

赠礼时，高净值人群会考虑不同的方方面面。价位上，79%的人“希望别人能感知到对礼物的重视度”，与此同时，66%的人同意“赠礼不能显得太有目的性”。礼物选择上，80%的人“倾向于选择不出错的礼品”，但也有78%的人“追求变化和心意”。此外，87%的人认可“除了礼品本身，包装也很重要”。从这些不同的考虑可以看到，高净值人群对赠礼有不少的考究和思量。

具体到礼物选购，他们会考虑产品、品牌和价格三大方面。

产品上，“品质和工艺好”（87%）、“实用性”（85%）、“独特性”（77%）以及“包装精美”

### HOW

HNWIs always consider a range of different aspects when they are gifting. 79% of them agree that "I hope that others can perceive the value of the gift". At the same time, 66% of them agree that "gifting should not seem to have an ulterior motive". For gift selection, though 80% of the HNWIs "tend to choose 'safe' gifts", 78% of them "pursue change and new ideas". In addition, 87% of them believe that "packaging is also important". It is obvious that HNWIs focus a lot of attention on gifting.

When choosing a gift, buyers always consider the product itself,

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“

具体到礼物选购，  
他们会考虑产品、  
品牌和价格三大方面  
When choosing a gift,  
buyers always consider  
the product itself,  
brand and price

”

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(74%) 是最主要的考虑因素。

品牌上, 他们最多考虑的是“有档次、体面”(90%)、“知名品牌”(83%)和“品牌是否符合对方的形象”(80%)。

在价格上, 是否“符合收礼人的期待和接受度”(61%)是最核心的考量。

此外, 他们赠礼讲究投其所好, 73%的人在选购时会考虑“对方的需求和喜好”。

brand and price.

In terms of the product, "good quality and craftsmanship" [87%], "practicality" [85%], "uniqueness" [77%] and "attractive packaging" [74%] are considered to be the most important factors.

When it comes to brand, important factors include "high-end, to gain 'Mianzi'" [90%], "well-known brand" [83%] and "whether brand fits with giftee's self-image" [80%] are the top 3 most important factors.

With regards to the price, whether the "price meet giftee's expectations" [61%] is the main consideration for 'gifters'.

In addition, 73% of the respondents pointed out that they always take "giftee's needs or preferences" into consideration when they are choosing a gift.

## 选购礼品时考虑因素 Consideration Factors when Choosing Gifts

<b>1 产品 Product</b>	<b>100%</b>
品质和工艺好 Good quality and craftsmanship	87%
实用性 Practicality	85%
独特性 Uniqueness	77%
包装精美 Attractive packaging	74%
有寓意或涵义 Meaningfulness	59%
有创意 Creative	58%
当下流行的 On trend	54%
产地 Place of origin	54%
节日版或节日元素 Festival element	52%
最新款 Latest edition	51%
定制服务或选择 Customised service or selection	48%
经典不过时 Classic, never go out of style	46%
限量的 Limited edition	44%
稀有或稀少 Rare	34%
<b>2 品牌 Brand</b>	<b>99%</b>
有档次、体面 High-end, to gain "Mianzi"	90%
知名品牌 Well-known brand	83%
品牌是否符合对方的形象 Whether brand fits with giftee's self-image	80%
品牌是否符合自己的形象 Whether brand fits with gifter's self-image	59%
低调、不张扬 Low-key, not excessive	59%
是国外品牌 Is a foreign brand	35%
是本土品牌 Is a local brand	33%
小众 Minority	11%
<b>3 价格 Price</b>	<b>93%</b>
价格符合收礼人的期待或接受度 Price meets giftee's expectations	61%
价格高 High price	53%
性价比 Value for money	49%
有价值但看不出标价 Valuable but price is not obvious	38%
可保值增值 Value maintenance and growth	38%
有收藏价值 Has collection value	38%
可作为资产配置 Can be added to asset portfolio	24%
有折扣促销 Has discount	22%
<b>4 其他 Other</b>	<b>76%</b>
对方的需求或喜好 Giftee's needs or preferences	73%
根据自己的喜好选购 According to one's own preferences	37%
他人推荐或建议 Recommended by others	36%

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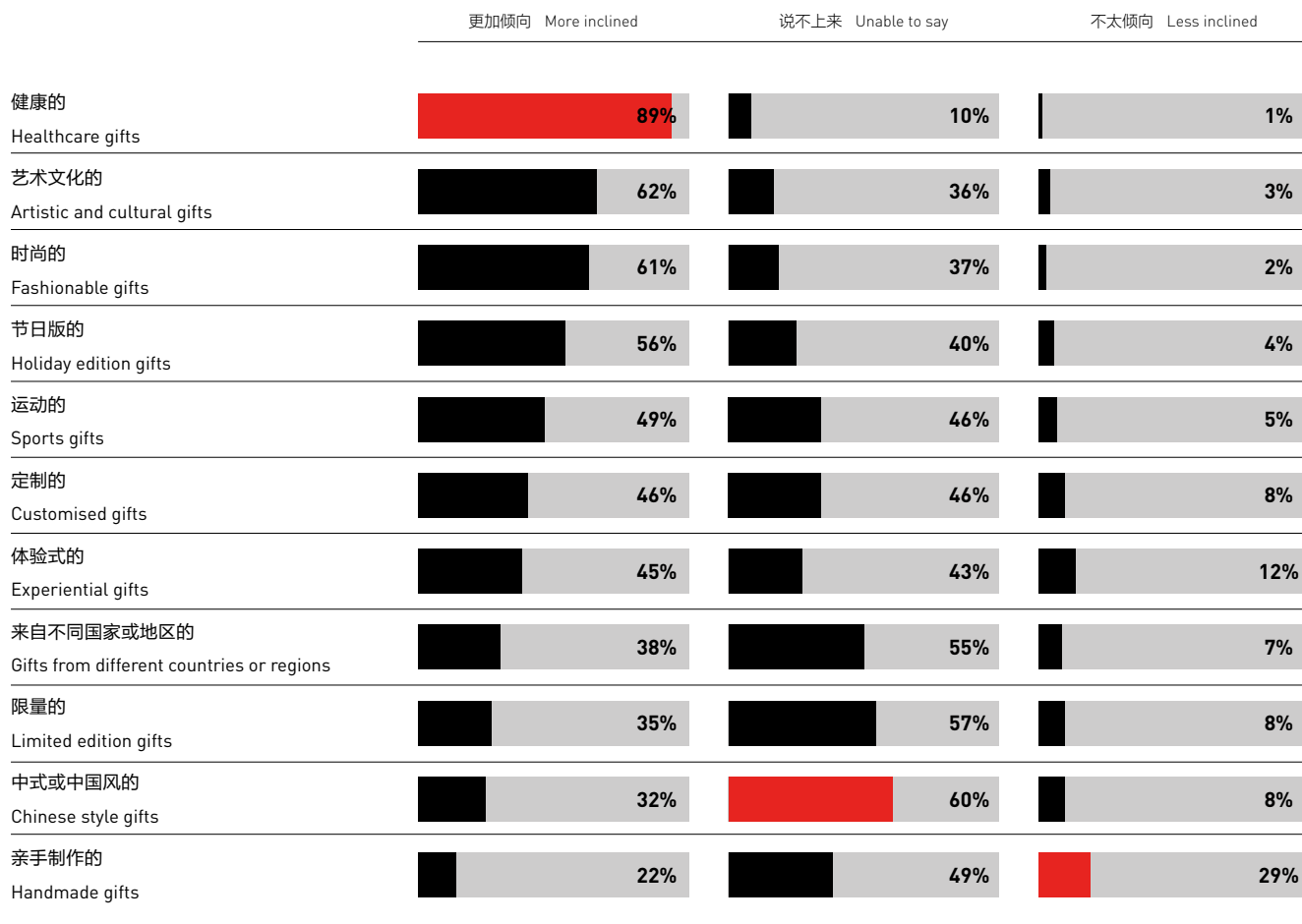
不同年代，礼品选择也各不相同。从物资匮乏年代送基础物资，到现在送高档奢侈品，近年来，礼品偏好也在逐渐变化。

随着高净值人群对健康管理的关注度越来越高，未来在赠礼时，他们对“健康”礼品的倾向最为明显，选择比例将近九成。另外，倾向选择“时尚”和“艺术文化”礼品的人群占比也都超过六成。

Gift selection varies with the age of the respondents. With luxury goods having displaced more basic items with regards to gift selection, in recent years, gifting preferences have gradually undergone changes.

With HNWIs paying more and more attention to managing their health, they are increasingly willing to choose "healthcare products" when selecting gifts. Almost 90% of the respondents pointed out that they would like to choose this kind of gifts. A growing tendency to select "fashionable" and "artistic and cultural" gifts is also evident, with more than 60% of the respondents prefer to choose this kind of item.

未来给他人赠礼时的倾向性 Likelihood of Gifting in The Future



## 高净值人群话语摘录 VERBATIM

“礼物讲究很多。首先得选对时机，该送的时候送，不该送的时候不能送。而且送什么，怎么送，也要看不同的情况。看上去要体面，要符合对方的身份地位和喜好。礼物的价格要在对方接受的范围内，送得太轻不合适，送得重了对方又不敢收。”

“There are so many rules in gifting. You need to pick the right time, and bring the right gifts to the right people. You also need to consider the recipients' needs and hobbies and if they feel comfortable about the price.”

“送东西就要送到别人心坎里去。东西不一定很贵重，但要有意义。如果是很亲近的人，我会更加在意他能不能感受到我的心思。”

“You'd better send gifts that people love. Gifts do not necessarily need to be expensive, but meaningful. I hope the recipients, especially the close ones, can feel my care and goodwill.”

### “我送过的最好的礼物”：

“The BEST gift that I ever picked”:

“我爸生日的时候，我给他在网上订了他生日那天的报纸，很有纪念和珍藏意义，爸爸很喜欢，我也很开心。”

“For my father's birthday gift, I got a special newspaper which was published on the particular day when he was born. It is very meaningful to my father, and to me.”

“我为老公选礼物会非常用心。有一次遇到一个做走马灯的老艺人，我每天都偷偷跑到他的工作室做走马灯。画的都是我和老公走过的地方，还有两个小人代表我们俩。因为走马灯是快要绝迹的手艺，老公收到以后非常惊喜。”

“I made a lot of effort to select gifts for my husband. Once I met an artist who makes old style revolving lanterns. I went to his studio every evening to make a special lantern for my husband. I drew places that we've been to with us on it. My husband was really surprised, especially because such handicrafts are about to disappear.”

## MEC

## 洞察 Insights

### 解读中国高净值人群赠礼的“讲究与规则”

从定性研究发现以及定量验证结果可以发现，高净值人群在赠礼上有一些规则可循。

- ① **讲究“天时地利人和”**：在对的时间，对的地点，把对的礼物，送给对的人
- ② **不错为先，实用次之，再求新求变**
- ③ **要体面，又含蓄**：讲究包装和品牌，价值忌超出对方预期，不能太有目的性
- ④ **体现意义和心意，内涵走心能加分**

### 人群差异

#### 女性“享受过程”，男性“爱走捷径”

女性更“享受挑选礼物和给别人赠送礼物的过程”（54%，指数120），男性却并非如此（38%，指数77），60%的男性觉得挑选礼物费时费力。

品牌需要让女性在礼物选择中更有参与感，让她们在这一过程中收获乐趣和喜悦。对于男性，则可以提供更多建议和帮助，帮助他们更容易地选择。

#### 年轻高净值人士偏爱时尚感

35岁及以下的年轻人更倾向于选择“当下流行的”产品作为礼物（63%，指数117），他们追逐时尚，更愿意在礼物的选择上尝试新花样。

### HNWIs' Rules of Gifting

Our qualitative and quantitative research indicates the following gifting rules for HNWIs in China.

- ① “Right time, right place, and right person”: choose the right time, set the right occasion, pick the right gift, and send to the right person
- ② Safe choice first, useful choice second, then novelty
- ③ Send respectable gifts, keep the motivation implicit: find a nice brand and packaging, align with 'giftees' expectation of the gifts' value
- ④ Show meaning and love/care, the best is to touch the 'giftees' heart

### Group Difference

**Females "enjoy the process", while males "take shortcuts" in gift selection.**

Females "enjoy the process of selecting and sending gifts" (54%, index 120), while males (38%, index 77) are more interested in efficiency. 60% of males find gift selection to be a very time consuming task and one taking a lot of effort.

Brands need to engage females with more involvement in gift selection, to deliver a more satisfying experience along the way, and guide males to make efficient purchases.

### "Fashionable" for the young

People under 35 yrs. like to follow fashion trends and are more willing to experiment as well as to pick "fashionable (63%, index 117)" products as gifts.



MEC 洞察 Insights

**高资产人士更重视保值性和稀缺性**

5,000 万以上高资产人群更重视礼物的长期价值，会考虑是否“可增值保值”（52%，指数 137），是否“有收藏价值”（50%，指数 132）。此外，他们也更偏爱“稀有或稀少”的产品作为礼物（41%，指数 121）。

在礼物市场进行沟通和推广时，品牌需要遵循消费者赠礼的规则。并且，考虑到不同人群的偏好，在精准营销的策略上有所侧重。

**Wealthier HNWLs want value-maintenance and rarity from gifts**

HNWLs with more than 50 million assets pay attention to the long-term value of their gifts. They consider facts such as "value growth/maintenance over time" (52%, index 137), and "collection value" (50%, index 132). In addition, they show more preference towards "rare" gifts (41%, index 121).

Brands need to understand HNWLs' rules of gifting, and have a differentiated strategy when targeting different groups of consumers.

**高净值人群话语摘录 VERBATIM**

“为了男朋友的生日，我前前后后准备了 4 个惊喜。我给他做了个戒指，订了个很特别的蛋糕，叫了好几个在外地的朋友，还给他买了件很难买到的走秀款毛衣。这样偷偷准备的过程还是挺幸福的。”

"I prepared four surprises for my boyfriend's birthday. I made him a ring, ordered a beautiful cake, invited his friends from many places, and bought him a sweater that is difficult to find with a special fashion design. I really enjoyed the process."

“有时候摸不准女朋友喜欢什么，所以问问身边的朋友，或者直接问她要什么。”  
"Sometimes I don't really know what my girlfriend likes. I ask her friends for suggestions, or even directly ask her what she wants."





## 赠礼时遇到的困扰

### Concerns When Gifting

- 57% 不清楚对方的需求或喜好  
Unclear about giftee's needs or preferences
- 50% 挑选费时费力  
Time and effort spent in selecting gifts
- 49% 难以打动对方或让对方印象深刻  
'Giftees' are hard to impress
- 48% 难以做到与众不同  
Difficult to be different
- 43% 不知道选什么类型的礼物  
Don't know what gift to choose
- 43% 难以做到新颖  
Difficult to be novel
- 41% 不清楚对方的禁忌或忌讳  
Unclear about giftee's dislikes
- 39% 难以体现心意或心思  
Difficult to express one's thoughts or feelings
- 33% 不知道选什么品牌的礼物  
Don't know what brand to choose
- 30% 难以找到满意的定制礼物  
Difficult to find a customised gift
- 29% 难以把握礼物的价位  
Difficult to decide on the price of gifts
- 29% 不知道选什么时机送  
Don't know when to send gifts
- 28% 难以制造惊喜  
Difficult to create a surprise
- 25% 难以找到罕见或稀有的礼物  
Difficult to find rare gifts
- 23% 难以找到满意的礼物包装  
Difficult to find satisfactory packaging
- 3% 没有困扰  
No concerns

## HURUN 研究 Research

### 赠礼困扰

27% 的高净值人群表示赠礼有难度。其中，最令他们困扰的三方面是：“不清楚对方的需求或喜好”（57%）、“挑选费时费力”（50%）、“难以打动对方或让对方印象深刻”（49%）。

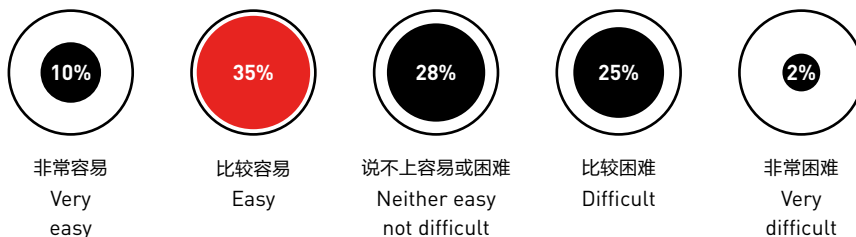
从性别上看，女性更愿意花心思挑选礼品，她们更多因“难以做到新颖”（48%，指数 112）和“难以找到罕见或稀有的礼物”（29%，指数 116）而烦恼。男性则更多因“挑选费时费力”（60%，指数 120）而困扰。

## COMMON CONCERNS WHEN GIFTING

27% of HNWI's encounter difficulties when gifting. The top 3 most troublesome aspects are "unclear about giftees' needs or preferences" (57%), "time and effort spent in selecting gifts" (50%) and "'Giftees' are hard to impress" (49%).

In terms of gender, women are willing to devote more time and effort to choosing gifts. They are more concerned about it being "difficult to be different" (48%, index 112), and that it is "difficult to find rare gifts" (29%, index 116). However, men are more worried about "time and effort spent in selecting gifts" (60%, index 120).

### 赠礼的难易程度 Difficulty of Gifting



数据来源：2017 年中国高净值人群赠礼调研 | Source: 2017 China HNWI Gifting Survey

## MEC 洞察 Insights

仅有 1 成的高净值人群认为赠礼非常容易。这也意味着，他们对赠礼并非游刃有余，而是期望有更容易、更轻松的解决方案。

品牌需要更好地帮助送礼者体现礼品的心意，增强选择的信心，例如提供更细致的选择贴士，按对象场合等提供定制化的礼物方案，更符合国人规则的礼物、包装和寓意等。

Only 10% of HNWI's think that gifting is easy to handle so when gifting, they desire easier solutions.

Brands can consider providing more detailed selection tips, more customized gifting solutions based on detailed needs like 'giftees' and occasions, to help 'gifiers' to make easier selections and to reassure on their choices.



## MEC

## 洞察 Insights

“

购物过程早已  
不再是简单的  
漏斗形状，更是  
一个持续而不  
间断的周期

*Purchase journey  
is not a funnel. It's  
a continuous cycle*

”

## 2.4 决策过程

由尚扬媒介研发的 MEC MOMENTUM 是我们专属的洞察和策划方法论。它将人们购买决策过程进行量化，聚焦营销策略与传播活动中找到转化点，促进品牌的发展并寻找创造变革的机会。

MEC MOMENTUM 是具有开创性的营销策划方法论，它以心理学理论为根基，研究了全球超过 30 万个消费者在 65 种品类中的决策行为。

在当今世界，购物过程早已不再是简单的漏斗形状，更是一个持续而不间断的周期。而人们总是在被动接受信息和主动进行决策之间循环往复。

## 被动阶段

在需求没有被触发的时候，人们虽然还未进入到主动的决策阶段，但是对品牌已经会形成特定的认知，无论正面还是负面。这便让几乎一半的消费者在还未进入决策期就已产生了较强的品牌选择偏好。

我们称之为被动阶段的偏见。这是购买决策过程中一个有力的捷径。

## 主动阶段

当消费者有了特定的购买需求之后，

## 2.4 DECISION-MAKING JOURNEY

MEC MOMENTUM is our proprietary research and planning approach allowing us to quantify how people make purchase decisions and to identify the changes in strategy & communication you can deploy to grow your brand.

It uses groundbreaking research into the psychology of choice, from over 300,000 respondents in 65 categories around the world.

Today's purchase journey is not a funnel. It's a continuous cycle. So we're always moving towards a purchase.

## Passive Stage

In daily life, people form positive and negative beliefs about brands - long before they buy them.

The result is that nearly half of all consumers already think they know what they are going to buy.

We call this passive-stage bias - and it is a powerful shortcut in purchase decision-making.

## Active Stage

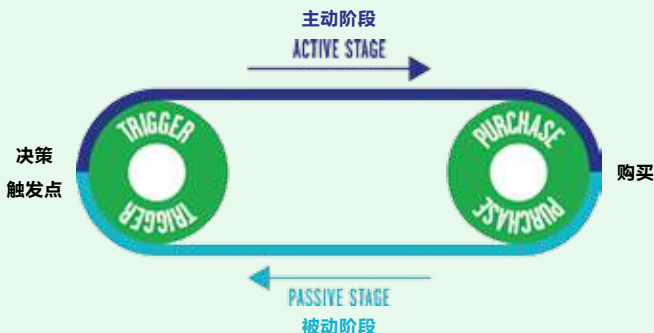
When consumers have a specific demand, they come to the active stage of decision-making. At this point, we need to explore people's key decision-making behavior, important considerations, effective media touchpoints, and brand selection barriers.

While category is the most influential factor in purchase journey dynamics, gifting can impact the purchase journey in interesting ways.

## Passive stage of gift purchase

With frequent gifting needs, HNWIs

## MEC Momentum



## 被动阶段 Passive Stage

- 62% 留意身边的人用的东西  
Pay attention to what others use
- 60% 平时就会留意不同人的喜好  
Pay attention to what others like
- 56% 亲友聊天提到的东西  
From chat with relatives or friends
- 50% 橱窗或店内看到的東西  
Window-shopping or in store
- 49% 社交平台：别人晒的东西  
From social platforms : what others post
- 43% 在品牌官网看到的東西  
From brand official websites
- 36% 平时看到的广告  
Advertising
- 35% 社交平台：文章或推荐  
From social platforms : articles or recommendations
- 33% 销售人员的推荐  
Salespeople's recommendation
- 31% 社交平台：品牌帐号发布或推荐的东西  
From social platforms : brand official account posts
- 31% 杂志报纸里的产品  
From newspapers, magazines
- 30% 在搜索引擎上看到的東西  
From search engine
- 27% 好物分享平台：别人晒的东西  
Sharing platforms: what others post
- 27% 综艺节目里看到的東西  
From entertainment shows
- 26% 论坛、贴吧上看到的東西  
From online forums, Tieba
- 25% 商场或品牌促销信息  
Promotion information in shopping malls or from brands
- 24% 明星、名人用的东西  
What celebrities use
- 24% 公交、地铁、机场、商场、路边等户外广告  
From bus stations, subways, airports, shopping malls, roadsides and other outdoor advertising
- 23% 购物网站上看到的产品或推荐  
E-commerce
- 23% 电视剧、电影里看到的東西  
From TV shows and movies
- 21% 好物分享平台：文章或推荐  
Sharing platforms: articles or recommendations
- 16% 直播平台里卖或推荐的东西  
From recommendations in live streaming platforms
- 13% 网红、时尚博主用的东西  
What online KOLs, fashion bloggers use

## MEC 洞察 Insights

他们就进入了决策的主动阶段。这时，我们需要探索人们的关键决策行为、重要的考虑因素、有效的媒体接触点，以及品牌选择障碍点。

对于消费者的购买决策过程，品类通常是最具有影响力的因素。但是，在礼品选购时，这一特定的场景也会对消费者的购买决策产生影响。

### 礼品选购的被动阶段

高净值人群赠礼需求多，在被动阶段就会“眼观六路，耳听八方”，从多种渠道搜集信息和灵感。

品牌可以利用这一特点，在相关渠道进行沟通传播，打造强化其“放心”“好”礼的形象，让消费者和品牌形成信任甚至偏好。

品牌还可以选择合适的节日或场合进行营销，触发消费者进入主动阶段。

此外，品牌还可以考虑利用 CRM 系统与高净值人群沟通，在日常沟通中给予其礼物选购的灵感，优化其礼物选购的体验，例如热门礼品专区或俱乐部等，从而增加对品牌的青睐。

### 礼品选购的主动阶段

在主动阶段，忙碌的高净值人群更集中地利用有效渠道来了解收礼人的偏好。70% 的人会“观察或打听对方的喜好”，49% 会“直接问对方要什么”。可见，保证收礼人接受并喜欢礼品对他们而言至关重要。

在这一阶段，品牌需要帮助高净值人群高效地进行决策和购买。同时，清晰地告诉消费者“为什么要选择我”，“我比其他礼品好在哪里”，增加其选择的信心。并且，对于消费者可能提出的困扰和忧虑，品牌需要提供合适的解决方案。

always keep their eyes open to collect inspiration for gifting in the passive stage.

Brands can reach 'gifters' via relevant channels in the passive stage to enhance their image as "safe" and "great" gift choices, building up consumers' bias towards the brand before they get triggered by the gifting occasion.

Brands can also consider using their CRM systems to target HNWIs who are constantly sourcing and finding appropriate gifts, in order to inspire them in gifting choices and improve their gifting experiences, e.g. by sending popular gift list, gifting clubs.

### Active stage of gift purchase

In this stage, busy HNWIs focus more on effective channels to find out the needs and preferences of 'giftees'. 70% of them would "observe or inquire about what the 'giftee' may like", and 49% would "directly enquire what the 'giftee' wants". They put lots of effort into making sure that their gifts will be accepted and liked by the 'giftees'.

Brands need to help the 'gifters' make purchases efficiently. They need to deliver clear messages on their benefits and advantages against other choices, and to provide reassurance for the 'gifters'. Also, they need to prepare for possible questions or concerns raised by the 'gifter' during purchase, and offer appropriate solutions like gift receipts.



## MEC

## 洞察 Insights

## 二线城市寻求更多的指引

无论在被动还是主动阶段，和一线城市相比，二线的消费者都会去更多的渠道搜集信息，也就是说，在如何选择礼物上，他们更缺少方向，需要更多灵感与指引。

## 对于高资产人士，把握其被动阶段

5,000 万以上高资产人士在礼物选择上更自信 and 老练，会花很多精力在“平时就留意不同人的喜好”（指数 113）。因此，在被动阶段就触及并影响他们非常重要。

## 对于中等资产人士，同时关注被动和主动阶段

对于 1,000-5,000 万资产的人群，他们在被动和主动阶段，都更多地使用社交平台看别人晒的东西，或上好物分享平台看文章或推荐。对品牌而言，这两个阶段都同样关键。

品牌需要了解送礼人的决策周期，定义媒体在被动阶段和主动阶段分别发挥的角色和作用，从而通过有效的渠道和内容来激发和影响高净值人群礼物购买的决策。

“

同时把握赠礼的被动阶段与主动阶段  
Brands should put effort into both passive and active stages

”

## Tier 2 markets look for more guidance

Compared to Tier 1, consumers in Tier 2 access more channels to look for gifting information in both passive and active stages. In other words, brands need to provide more guidance and inspirations in how to choose gifts throughout the purchase journey.

## For wealthier HNWLs, passive stage is critical

HNWLs with more than 50 million assets are more confident and experienced in gift selection. They spend a lot of time and effort "paying attention to different people's preferences in day-to-day life" (index 113). Therefore, it is very important to reach and influence them in the passive stage.

## For middle-level HNWLs, brands should put effort into both passive and active stages

HNWLs with 10-50 million assets are more active in accessing social networking platforms to see things other people share, and looking for articles or referrals on the sharing platform in both passive and active stages. For brands, these two stages are equally critical.

Brands need to understand how the category purchase journey changes when gifting, and define the roles of communication in passive and active stages, to drive business benefits from the highly competitive gifting market.

## 主动阶段 Active Stage

- 70% 观察或打听对方的喜好  
Observe or inquire about what others like
- 59% 留意身边的人用的东西  
Pay attention to what others use
- 49% 直接问对方想要什么  
Enquire what others like
- 42% 社交平台：别人晒的东西  
From social platforms: what others post
- 39% 询问亲友  
Ask relatives or friends
- 38% 去店内逛  
Go shop in stores
- 38% 留意杂志报纸里的产品  
Pay attention to products in magazines and newspapers
- 35% 品牌官网  
Visit brand official websites
- 34% 询问销售人员  
Ask salespeople
- 30% 留意看到的广告  
Pay attention to advertising
- 28% 搜索引擎  
Search engine
- 23% 社交平台：品牌帐号发布或推荐的东西  
From social platforms: brand official account posts
- 23% 留意商场或品牌促销信息  
Promotion information in shopping malls or from brands
- 21% 好物分享平台：别人晒的东西  
Sharing platforms: what others post
- 21% 购物网站  
E-commerce
- 20% 留意综艺节目里看到的东西  
From entertainment shows
- 18% 社交平台：文章或推荐  
From social platforms: articles or recommendations
- 15% 论坛、贴吧  
From online forums, Tieba
- 14% 明星、名人用的东西  
What celebrities use
- 14% 好物分享平台：文章或推荐  
Sharing platforms: articles or recommendations
- 14% 留意公交、地铁、机场、商场、路边等户外广告  
Pay attention to advertising from bus stations, subways, airports, shopping malls, roadsides etc.
- 14% 留意直播平台里卖或推荐的东西  
Pay attention to recommendations in live streaming platforms
- 11% 留意电视剧、电影里看到的东西  
Pay attention to TV shows and movies
- 8% 网红、时尚博主用的东西  
What online KOLs, fashion bloggers use

## 过去一年使用过的礼品购买渠道

### Gift-buying Channels Used in P1Y

<b>1</b>	<b>国内 - 实体店 Domestic - offline</b>	<b>97%</b>
	国内品牌专卖店、专柜 Domestic brand stores, counters	76%
	国内百货商店、购物中心 Domestic department stores, shopping centres	68%
	朋友资源、内部渠道 Through friends, internal channels	58%
	国内精品店、买手店 Domestic boutiques, buyers' shops	46%
	国内大卖场、超市 Domestic hypermarkets, supermarkets	40%
	国内小店自己去淘 Small domestic shops	9%
<b>2</b>	<b>境外 - 实体店 Overseas - offline</b>	<b>74%</b>
	自己境外购买：百货商店、购物中心、品牌专卖店、专柜 Overseas purchased by myself: department stores, shopping centres, brand stores, counters	56%
	朋友亲戚境外代购 Overseas purchased by friends and relatives	32%
	自己境外购买：奥特莱斯、折扣店、工厂店 Purchased by myself from outlets, discount stores, factory shops	31%
	不认识的人境外代购 Through purchase agent	3%
<b>3</b>	<b>网上购买 Online</b>	<b>69%</b>
	国外购物平台 Overseas e-commerce platforms	36%
	国内购物平台 Domestic e-commerce platforms	33%
	国内海淘平台 Cross-border e-commerce platforms	31%
	品牌官网：国内邮递 Brand's official website: domestic delivery	26%
	品牌官网：境外直邮、转运 Brand's official website: overseas direct mail, transshipment	26%

## HURUN 研究 Research

购买渠道上，97% 的高净值人群有在国内线下实体店购买过礼品。其中，“品牌专卖店、专柜”（76%）、“百货商店、购物中心”（68%）和“朋友资源”（58%）的使用率高。同时，74% 的人有从境外购买过礼品，其中，超过一半的人有“自己境外购买”的经历。在网上购买过礼品的人数占比为 69%。

With regards to domestic purchasing channels, 97% of HNWI have brought gifts in brick-and-mortar shops. Among them, "domestic brand stores, counters" [76%], "domestic department stores, shopping centres" [68%] and "through friends" [58%] are the most common purchasing channels. 74% of HNWI have purchased gifts overseas, with more than half of them having personal experience of shopping overseas. 69% of HNWI have shopped for gifts online.

数据来源：2017 年中国高净值人群赠礼调研 | Source: 2017 China HNWI Gifting Survey

## MEC 洞察 Insights

高净值人群会从多种渠道购买礼物，国内、国外、线上、线下都有。尤其是 35 岁以下的年轻人群，他们使用的渠道更加丰富，网购比例也更高（84%，指数 122）。

品牌需要了解不同购买渠道在消费者礼品选购时所发挥的作用，从而在营销中更好地布局。在购买过程中，品牌还需注重与消费者的互动，打造高效、愉悦的选购体验。

HNWI buy gifts from various channels, from domestic to overseas, from online to offline. Younger groups (below 35 yrs.) use more channels than mature groups, online included [84%, index 122].

Brands need to understand the roles of different purchase channels, so as to leverage their influence in marketing. In the active stage, brands need to engage with consumers by creating efficient and pleasant shopping experiences across all channels.





## 第三章 对核心群体的 赠礼行为 CHAPTER 3 GIFTING BEHAVIOR FOR CORE GROUPS

66

孝道文化与感恩文化  
密不可分，都表达  
了对父母的重视  
*Filial piety culture  
and gratitude culture  
are inseparable  
in a way that they  
both express the  
importance attached  
to parents*

69

### MEC 洞察 Insights

高净值人群的赠礼行为因人而异，在本章节中，我们将针对赠礼的核心对象群体来细致地剖析其行为差异。

赠礼的核心对象群体主要有 5 类：

- ① 父母
- ② 恋人或配偶
- ③ 亲近朋友、同学
- ④ 重要商业伙伴
- ⑤ 一般商业伙伴

### 3.1 父母

中国文化自古讲究“孝道”，万事孝为先。

“孝道文化”起源于西周（前 1046 年—前 771 年），是中国自古以来的社会基本道德规范。而孝道文化与感恩文化密不可分，都表达了对父母的重视。

高净值人群选择在多种场合给父母赠礼，包括传统的节日（如春节、中秋节）、有纪念性的节日（如生日、父亲节、母亲节）、到特定的时节（如新茶上市、水果丰收），到日常走访、想到就送，体现时时刻刻的心意和关怀。相较之下，年轻群体在西方节日赠礼的倾向性更高（父亲节指数 143，母亲节指数 130）。

给父母送的礼物集中在健康相关的品类，如传统滋补品、中药材、茶叶、现代保健品等。

The gifting needs and behavior of HNWI's vary according to different types of 'giftee'

In this chapter, we will analyze

our core target in five groups to uncover their gifting consideration.

There are five core 'giftee' groups:

- ① Parents
- ② Lovers or spouses
- ③ Close friends, classmates
- ④ Important business relationship
- ⑤ Normal business relationship

### 3.1 GIFTING FOR PARENTS

Chinese culture values "filial piety".

The concept of "filial piety" traces back to the Western Zhou Dynasty (1046 — 771 B.C.). It has been a part of Chinese basic moral norms since then. Filial piety culture and gratitude culture are inseparable in a way that they both express the importance attached to parents.

HNWIs choose gifts for parents across various occasions, including traditional festivals (such as Chinese New Year and the Mid-Autumn Day), memorable festivals (such as Birthday, Fathers' Day and Mothers' Day), specific seasons (such as new tea and fruit harvest seasons), daily visiting and spontaneous gifting. Comparatively, Young HNWIs show higher index towards Western festivals (Index 143 for Fathers' Day and Index 130 for Mothers' Day).

These gifts for parents are mostly in the health-conscious category, such as traditional tonic, Chinese herbal medicines, tea, and health care products etc.

## HURUN 研究 Research

“春节”和“中秋节”作为中国传统最重要的两个节日，他们通常会给父母买点礼物表心意和尽孝心；中国人对于孝道比较看重，因此在“生日”、“父亲节、母亲节”时送上一份礼物，表达孝敬和谢意。

高净值人群为“父母”选购礼物时，以“健康类”礼品为主，赠送最普遍的礼品是“传统滋补品或中药材”和“茶叶”，占比均超过60%；其次是“现代保健品，如蛋白粉、钙片、鱼肝油”、“健康设备及产品，如按摩椅、足浴盆、血压计、血糖仪”，占比均超过50%。

"Chinese New Year" and "Mid-Autumn Festival" are the two most important festive occasions in the traditional Chinese calendar. HNWI's usually gift their parents at these times of a year to express care and filial piety. The latter concept is viewed as particularly important among the Chinese, who send gifts to their parents on birthdays, Father's Day and Mother's Day as tokens of gratitude and respect.

HNWI's mainly go for "healthcare products" when selecting gifts for their parents. "Traditional health supplements and TCM" and "tea" are the most widely chosen items, accounting for more than 60%. These are followed by "modern healthcare products, such as protein powder, calcium supplements and cod liver oil" and "health equipments and products, such as massage chairs, foot tubs, blood pressure monitors

## 主要赠礼场合 Main Occasions for Gifting

春节 Chinese New Year

89%

中秋节 Mid-Autumn Festival

78%

生日 Birthdays

77%

母亲节 Mother's Day

40%

父亲节 Father's Day

35%

日常走访 Daily visits

29%

端午节 Dragon Boat Festival

26%

特定时节 Special seasons

26%

旅行归来 Return from a trip

25%

纪念日 Anniversaries

20%

随意，想到了就送 Impulse purchases

16%

元宵节 Lantern Festival

14%

重阳节 Chung Yeung Festival

12%

感恩节 Thanksgiving

11%

## 主要赠礼品类 Main Gift Categories

传统滋补品或中药材 Traditional health supplements and TCM

65%

茶叶 Tea

62%

现代保健品 Modern healthcare products

55%

健康设备及产品 Health equipments and products

52%

海鲜 Seafood

47%

红包、现金 Red envelopes, cash

44%

粮油与食材 Food

39%

购物卡券 Shopping card vouchers

38%

饮品与乳制品 Drinks and dairy products

33%

体检 Health checkup

31%

国产酒 Domestic Liquors

30%

零食 Snacks

28%

海味干货 Dried seafood

25%

旅游度假产品 Travel products

24%

服装 Apparel

22%

国产烟 Domestic tobacco

18%

鲜花、植物 Flowers, plants

17%

洋酒 Wine

16%

鞋靴 Footwear

12%

配饰 Accessories

11%

护肤品 Skincare products

11%

## HURUN 研究 Research

对父母来说，礼物价值不是最重要的，重要的是心意，关键在于让父母感觉到子女的关心和爱护。在为父母挑选礼物时首先考虑是“实用性”和“父母的需求或喜好”，然后是礼物的“品质和工艺”。

and blood glucose meters", which account for more than 50%.

Letting one's parents feel loved and cared for is the main motivation for giving them gifts, with the value of the item not that important. When choosing gifts for them, "practicality", "giftees' needs or preferences", and "good quality and craftsmanship" are the primary considerations.

## 选购礼品时的主要考虑因素

## Main Factors for Consideration when Gifting

实用性 Practicality

72%

对方的需求或喜好 Giftee's needs or preferences

60%

品质和工艺好 Good quality and craftsmanship

57%

知名品牌 Well-known brand

46%

性价比 Value for money

40%

有档次、体面 High-end, to gain "Mianzi"

37%

低调、不张扬 Low-key, not excessive

31%

价格符合收礼人的期待或接受度 Price meets giftee's expectations

27%

品牌是否符合对方的形象 Whether brand fits with giftee's self-image

26%

节日版或节日元素 Festival element

26%

产地 Place of origin

26%

包装精美 Attractive packaging

23%

## MEC 洞察 Insights

## 对品牌的启示：

除了聚焦重要的赠礼场合之外，品牌也需要在日常生活的场景中，启发和提醒消费者对父母的关爱，触发更日常化的赠礼行为。

同时，品牌需要在市场沟通、概念、产品和包装上体现对父母细致入微的关怀，例如更深入生活的或更个人定制化的产品、更细心的健康贴士等，帮助忙碌的高净值人群表达对父母的关爱与感恩。

## Implications for brands:

Brands should not only focus on existing big gifting occasions, but also on day-to-day life. Brands can inspire and remind consumers of their care for parents, and trigger gifting behavior in daily life through messaging.

Meanwhile, brands need to address care for parents through market communication, brand values, products, and packing. For instance, brands may develop more customized products for parents or elders, and more thoughtful health tips, to help HNWI express their caring and gratitude to parents in their busy lives.

“

品牌不仅需要聚焦重要节日，也要渗透到日常生活的场景中

Brands should not only focus on existing big gifting occasions, but also on day-to-day life

”



在给爱人的礼物  
中，他们追求新  
鲜感和多变

*The wide choice  
range represents  
'gifters' pursuit  
of freshness  
and delight*



## MEC 洞察 Insights

### 3.2 恋人或配偶

恋人或配偶更注重在有纪念意义的场合赠礼（如生日、纪念日、情人节、七夕等）。

给爱人的礼物中，品类涉足非常多，这体现出他们对新鲜感和多变的追求，试图在平常生活的方方面面制造惊喜。

赠礼考虑上也非常花心思，尤为重视新颖度与纪念意义，从而时时为爱情保鲜，体现对对方的重视和用心。

有趣的是，男性赠礼者更倾向于走捷径，例如直接选择对方喜欢的品类，或听从别人的建议。他们的品类选择范围更广，平均为 10 种，而女性则为 7 种。

#### 对品牌的启示：

由于恋人或配偶赠礼注重的是特殊的寓意或纪念意义，品牌需要提供更具有特殊寓意的，以及个性化纪念意义的沟通形式、概念、产品和包装。

品牌需要满足消费者为感情保鲜的需求，即在各种不同的场合，提供新颖或独特的礼物选择。并且更深度地融入生活，尽力在平常生活的细节中制造更多的惊喜。

### 3.2 GIFTING FOR ROMANCE

HNWIs tend to gift to lovers or spouses in memorable occasions such as birthdays and anniversaries.

Gifts for lovers cover a wide range of categories. The wide choice range represents 'gifters' pursuit of freshness and delight, trying to create surprises for their loved ones.

HNWIs have a comprehensive list of consideration factors.

They especially value novelty and special meanings in gifting in order to show their love and also bring a freshness to their relationship.

Interestingly, male 'gifters' tend to take shortcuts such as directly choosing what females tend to like or as suggested by others. They choose across more gifting categories than females, with an average of 10, while female choose on average of 7.

#### Implications for brands:

As 'gifters' value special meaning and memorable moments for romance gifting, brands can look at incorporating special or personalized meanings to satisfy these needs.

At the same time, brands can help bring freshness to consumers' romance relationship, meaning that they can provide creative or unique gifting choices on various occasions, particularly more involving in lifestyle to create more surprises in ordinary life.



## HURUN 研究 Research

“生日”、“纪念日”及“情人节”是高净值人群给“恋人或配偶”赠礼最常见的三个场合，他们在乎彼此之间的特殊时刻，在这样的特殊时刻送一份代表爱情、浪漫、庆祝、惊喜等意义的礼品给彼此，能够将心意和礼物划上等号。

高净值人群赠送给“恋人或配偶”最普遍的是“服装”和“箱包”类礼品，占比超过 50%；其他赠送比较多的还有“配饰，如围巾、皮带、太阳眼镜等”、“护肤品”、“香水”、“手表腕表”及“鞋靴”等，有四成左右的人群表示有选择过此类礼品。

"Birthdays", "anniversaries", and "Valentine's Day" are the three most common occasions for HNWI to give gifts to "lovers and spouses". Gifts are used on these special moments to express love, or to create a sense of romance, celebration and surprises, by expressing the particular feeling the 'gifter' wishes to convey.

The most common gift given by HNWI to their "lovers or spouses" are "apparel" and "luggage and bags", which account for more than 50%. Other popular gifts include "accessories such as scarves, belts and sunglasses", "skincare products", "perfume", "watches", and "footwear", with around 40% having chosen these kinds of gifts before.

## 主要赠礼品类 Main Gift Categories

	总体 Total	男性 Male	女性 Female
<b>1 服饰箱包 Apparel, luggage and bags</b>			
服装 Apparel	52	53	52
箱包 Luggage and bags	51	61	35
配饰 Accessories	49	51	45
鞋靴 Footwear	36	35	36
<b>2 个人护理 Personal care</b>			
护肤品 Skincare products	40	54	17
香水 Perfume	38	52	18
化妆品、彩妆 Cosmetics	29	44	6
个护仪器 Equipments	29	29	28
香薰、香料、蜡烛 Aromatherapy, spices, candles	11	15	4
<b>3 珠宝首饰 Jewellery</b>			
手表腕表 Watches	37	32	43
金银珠宝 Gold and silver jewelry	31	46	8
翡翠玉石 Emerald jade	16	22	7
<b>4 健康产品 Healthcare products</b>			
传统滋补品或中药材 Traditional health supplements and TCM	32	35	28
现代保健品 Modern healthcare products	20	22	16
健康设备及产品 Health equipments and products	17	20	11
体检 Health check	11	12	9
<b>5 电子数码 Electronics</b>			
手机、平板电脑 Mobile phones, tablets	32	27	39
笔记本电脑、台式机 Laptop and desktop computers	9	7	10
智能可穿戴设备 Smart wearable devices	9	10	8
<b>6 体验与服务 Experiential items</b>			
SPA、美容 Spa beauty	26	39	7
运动相关 Sports-related	24	24	23
旅游度假产品 Travel products	22	27	13
门票类 Tickets	21	27	12
<b>7 现金类 Cash</b>			
购物卡券 Shopping card vouchers	20	24	15
红包、现金 Red envelopes, cash	19	25	9
<b>8 食品 Food</b>			
零食 Snacks	14	16	12
<b>9 烟酒茶 Tobacco, alcohol, tea</b>			
洋酒 Wine	11	1	25
茶叶 Tea	11	4	22
国产烟 Domestic tobacco	9	2	19
国产酒 Domestic liquor	9	2	19
洋烟 Foreign tobacco	6	1	13
<b>10 动产及不动产 Moveable and immoveable property</b>			
汽车 Cars	7	10	3
<b>11 其他 Other</b>			
鲜花、植物 Flowers, plants	33	47	11
运动和户外商品 Sporting and outdoor goods	10	13	6



HURUN 研究 Research

在为“恋人或配偶”挑选礼物时，考虑更多的是“对方的需求或喜好”和“品牌是否符合对方的形象”；同时高净值人群在生活上又比较讲究质量和品位，因此挑选的礼品也比较“有档次、体面”，对于“知名品牌”和“品质和工艺”也有一定要求。

Factors often taken into consideration when choosing gifts for "lovers or spouses" include "giftee's needs or preferences" and "whether brand fits with giftee's self-image"; at the same time, HNWLs are placing greater emphasis on quality and taste in their own lifestyles, and therefore "high-end, to gain 'Mianzi'", "well-known brand", and "good quality and craftsmanship" are among their requirements.

“

在为“恋人或配偶”挑选礼物时，考虑更多的是“对方的需求或喜好”

Factors often taken into consideration when choosing gifts for "lovers or spouses" include "giftee's needs or preferences"

”

选购礼品时的主要考虑因素

Main Consideration Factors when Choosing Gifts





给亲近朋友、同学  
赠礼主要集中在  
明确目标驱动的场所  
*HNWIs gift close  
friends and  
classmates mainly  
in purpose-driven  
scenarios*



### 3.3 亲近朋友、同学

出于社交需求，高净值人群给亲近朋友、同学赠礼的场合很多，但主要集中在明确目标驱动的场景，如婚礼与生子、生意开张、乔迁等。

由于时间和精力有限，面对如此多的赠礼对象和场合，高净值人群难以花太多心思做到尽善尽美。因而，他们倾向于选择适用性及实用性都强的礼物，适用性强可以提高礼品选择效率，而实用性强则确保了收礼人的使用，“用的时候想到自己”，从而强化相互间的关系。

#### 对品牌的启示：

除了常规的送礼场合之外，品牌需要针对不同目标或情景驱动的场所，例如重大喜事如婚礼与生子，生意开张，乔迁等场景，针对性地迎合不同主题进行产品沟通。

同时，品牌需要通过沟通其普遍适用性和实用性，帮助高净值人群更有效率地选择礼物，并提升送礼者对赠礼选择的信心。

### 3.3 GIFTING FOR CLOSE FRIENDS, CLASSMATES

HNWIs gift close friends and classmates across many occasions; mainly purpose-driven scenarios such as wedding, giving birth, business opening, and housewarming etc.

Facing a wide network with different "circles" which are generating various gifting occasions, HNWIs do not have enough time and energy to put their heart and soul into every gift. Therefore, they tend to choose safe gifts which are suitable and useful for all. A perceived "suitable" gift would make the process more efficient, and a "useful" gift can still enhance their relationship.

#### Implications for brands:

Outside of common gifting occasions, brands can target their communication around these occasions, such as weddings, newborns, business openings, and housewarming etc., to satisfy gifting needs relative to the occasion.

Meanwhile, brands should help HNWIs to select gifts more efficiently and enhance 'gifters' confidence by communicating the guarantee of "suitable and useful for all".



## 主要赠礼场合

### Main Occasions for Gifting

春节 Chinese New Year	53%
婚礼 Weddings	51%
生日 Birthdays	49%
日常走访 Daily visits	42%
生意开张 Business openings	41%
生子、满月、百天 Births, full month, first 100 days	39%
乔迁新居 Moving to a new house	34%
中秋节 Mid-Autumn Festival	31%
请他人帮忙 Ask for a favour	30%
白事、丧事 Funerals	26%
探望病人 Visit patients	24%
旅行归来 Return from a trip	21%
特定时节 Special seasons	18%
纪念日 Anniversaries	15%
圣诞节 Christmas	11%

## HURUN 研究 Research

“亲近朋友、同学”之间互赠礼物，是心意的表达，是沟通、交往的途径之一。高净值人群给“亲近朋友、同学”赠礼的场合比较多元化，除了“春节”和“婚礼”两种普遍的场合之外，还有“生日”、“日常走访”和“生意开张”等。

“红包、现金”比较适用于高净值人群给“亲近朋友、同学”赠礼的各种常见场合，因此也是被选择最多的礼品；其他被选择比较多的礼品还有：“茶叶”、“国产酒”及“香水”。

高净值人群在为“亲近朋友、同学”挑选礼物时以“对方的需求或喜好”和“品牌是否符合对方的形象”为主，其次才是考虑“有档次、体面”、“品质和工艺”和“实用性”等因素。

Giving gifts among “close friends and classmates” is considered as both a way of expressing one’s true feelings and a means of communication. HNWIs give gifts to their friends and classmates on a range of occasions including “Chinese New Year” and “weddings”, as well as “birthdays”, “daily visits”, and “business openings”.

HNWIs view “red envelopes and cash” as comparatively suitable gifts for “close friends and classmates”. They distribute them on various common occasions, making them the most widely chosen form of gift; other comparatively popular choices include tea, domestic liquor and perfume.

The most important considerations for HNWIs, when choosing gifts for “close friends and classmates” are “giftee’s needs or preferences” and “whether the brand fits with giftee’s self-image”, followed by “high-end, to gain ‘Mianzi’”, “good quality and craftsmanship”, and “practicality”.

## 主要赠礼品类 Main Gift Categories

46% 红包、现金 Red envelopes, cash	21% 配饰 Accessories
40% 茶叶 Tea	20% 零食 Snacks
37% 国产酒 Domestic liquor	20% 海鲜 Seafood
30% 香水 Perfume	19% 个护仪器 Equipments
29% 洋酒 Wine	18% 传统滋补品或中药材 Traditional health supplements and TCM
29% 护肤品 Skincare products	16% 人脉关系 Guanxi networks
28% 国产烟 Domestic tobacco	14% 工艺品、装饰品 Handicrafts and decorations
26% 鲜花、植物 Flowers, plants	14% 门票类 Tickets
24% 化妆品、彩妆 Cosmetics	13% 现代保健品 Modern healthcare products
23% 购物卡券 Shopping card vouchers	13% 运动相关 Sports-related
21% 洋烟 Foreign tobacco	13% SPA、美容 Spa beauty
21% 饮品与乳制品 Drinks and dairy products	10% 手机、平板电脑 Mobile phones, tablets

## 选购礼品时的主要考虑因素

### Main Consideration Factors when Choosing Gifts

61% 对方的需求或喜好 Giftee’s needs or preferences
51% 品牌是否符合对方的形象 Whether brand fits with giftee’s self-image
51% 有档次、体面 High-end, to gain “Mianzi”
46% 品质和工艺好 Good quality and craftsmanship
40% 实用性 Practicality
39% 知名品牌 Well-known brand
38% 包装精美 Attractive packaging
34% 品牌是否符合自己的形象 Whether brand fits with gifter’s self-image
34% 当下流行的 On trend
32% 价格符合收礼人的期待或接受度 Price meets giftee’s expectations
26% 性价比高 Value for price
24% 独特性 Uniqueness
23% 最新款 Latest edition
23% 有创意 Creative
23% 节日版或节日元素 Festival element



“

对于重要的商业伙伴，  
送礼最为讲究

*Gifts to  
important business  
relationships  
involves the most  
consideration factors*

”

## MEC 洞察 Insights

### 3.4 重要商业伙伴

高净值人群对于重要的商业伙伴会把握合适的时机来赠礼，讲究和考虑因素也最多。送礼人非常担心出错，又极度渴望出挑，尤其是在主流的商业送礼场合。为此，送礼人费尽心思，希望选到满足各种条件的礼物：

- 既体面（体现价值感、包装精美），又同时低调
- 既要保险不出错，又要有创意与独特性，甚至是稀缺性
- 既要满足对方喜好，又富有寓意和内涵

#### 对品牌的启示：

品牌需要满足送礼者的多样化送礼时机，提供适时的主题和选择。同时满足高净值人群复杂的选择条件，在体现重视程度的同时做到不张扬、提供独具创意的或专属/限量的选择的同时给予送礼者选择的信心、同时又更具有寓意和内涵，以帮助送礼者脱颖而出。

### 3.4 GIFTING FOR IMPORTANT BUSINESS RELATIONSHIPS

HNWIs try to grasp any opportunity to establish important business relationships through gifting. Therefore the most consideration factors are mentioned. 'Gifters' are extremely concerned about inappropriate gifting, but eagerly looking for outstanding gifts, especially considering most of the business gifting occasions are commonly used by all. As a result, 'gifters' make effort to meet various requirements:

- Represent "Mianzi" (reflecting the sense of value, with fine package), but low profile
- A safe choice, but with creative concept/design, uniqueness, and novelty
- Satisfy 'giftees' needs and convey special meaning

#### Implications for brands:

Brands need to meet 'gifters' various gifting opportunities through out the year, providing suitable themes and choices for different occasions. Brands should also satisfy HNWIs' complicated selection requirements allowing them to represent a sense of value without seeming excessive, to provide novelty with confidence to choose, and to reveal special meaning, to help gifters stand out from the crowd.

## 主要赠礼场合

### Main Occasions for Gifting

春节	85%
Chinese New Year	
中秋节	63%
Mid-Autumn Festival	
日常走访	56%
Daily visits	
请他人帮忙	52%
Ask for a favour	
生意开张	45%
Business openings	
特定时节	38%
Special seasons	
婚礼	34%
Wedding	
生日	31%
Birthday	
生子、满月、百天	29%
Births, first month, first 100 days	
乔迁新居	27%
Moving to a new house	
旅行归来	26%
Return from a trip	
探望病人	23%
Visit patients	
端午节	19%
Dragon Boat Festival	
白事、丧事	16%
Funerals	
圣诞节	14%
Christmas	
感恩节	12%
Thanksgiving	

## HURUN 研究 Research

“春节”是高净值人群给“重要商业伙伴”赠礼比较普遍的场合，因为春节赠礼不仅图的是喜庆，还有祝福的含义，同时还能维护关系，选择人群占比 85%；其次也是中国传统节日“中秋节”，选择人群超过六成；选择在“日常走访”、“生意开张”和“请他人帮忙”时赠送礼物的人群也有五成左右；另外在“特定时节，如新茶上市、水果丰收季、大闸蟹成熟季”这种时机赠礼会给收礼者留下印象，让收礼者感受到心意和关怀。

简单又便捷的礼品赠送较为普遍；烟酒茶是中国人社交文化中不可或缺的三样物件，在人际交往和感情交流中起到重要的中介作用；另外“传统滋补品或中药材，如人参、虫草、鱼翅、燕窝、海参等”也比较受

It is comparatively common for HNWIs to send gifts to "important business relationships" at Chinese New Year, not only to celebrate the festive season but also to maintain Guanxi circles, with around 85% of respondents doing so. The traditional Chinese Mid-Autumn Festival is the next most common occasion, with over 60%. Occasions such as "daily visits", "business openings" and "asking for a favor" all accounted for around 50%. Gifting on special seasons leave 'giftees' pleasantly surprised and impressed, giving them a sense of the giver's care and attention.

Simple and convenient gifts are most commonly chosen. Tobacco, alcohol, and tea are viewed as indispensable in Chinese culture, and they play a central role in social and emotional exchanges. "Traditional health supplements and TCM" are also fairly popular, with over half of the respondents having sent them as

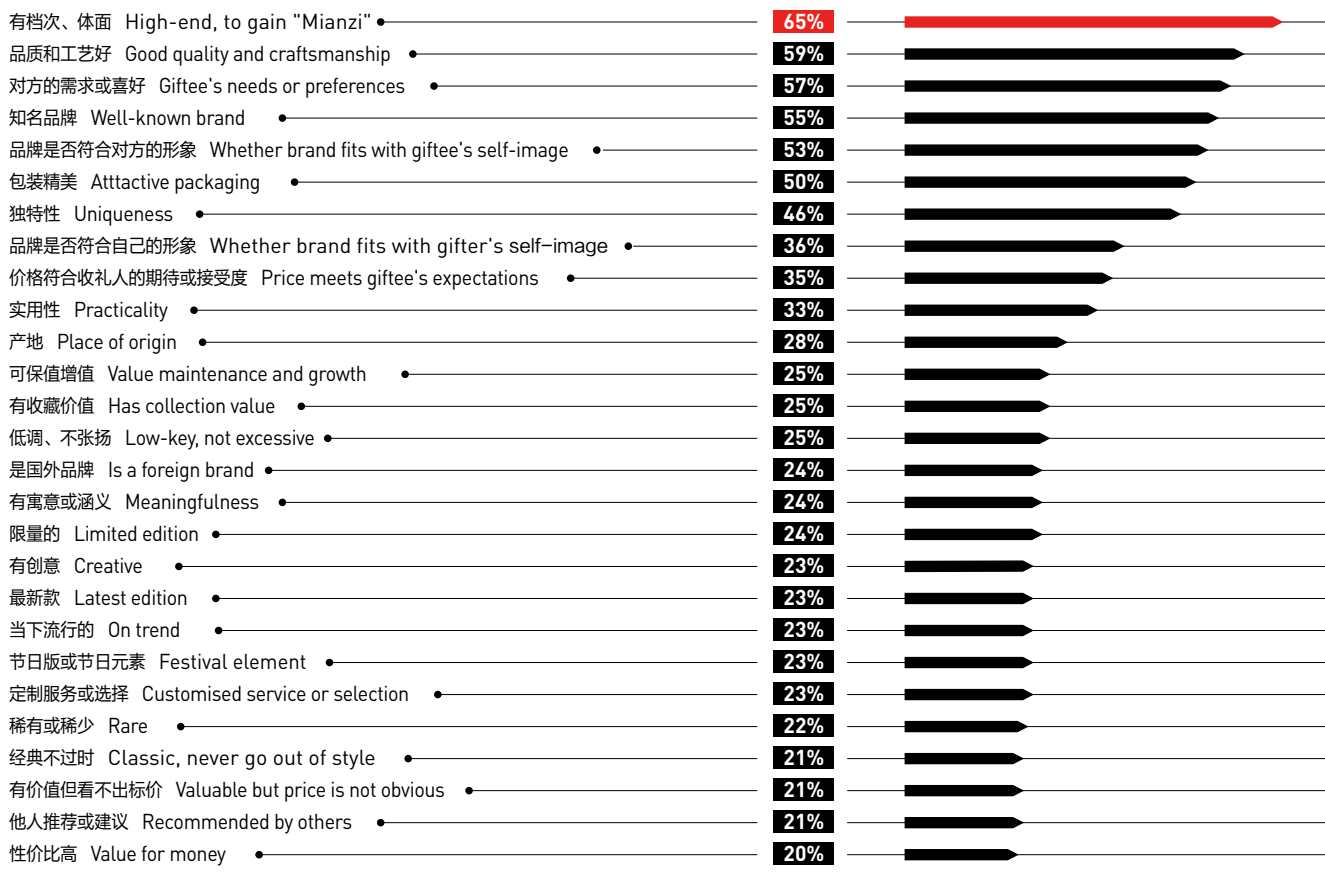
## 主要赠礼品类 Main Gift Categories

购物卡券	63%	海鲜	29%	护肤品	17%
Shopping card vouchers		Seafood		Skin care products	
茶叶	61%	现代保健品	26%	个护仪器	17%
Tea		Modern healthcare products		Equipments	
洋酒	60%	香水	26%	人脉关系	15%
Wine		Perfume		Guanxi networks	
红包、现金	52%	手机、平板电脑	22%	SPA、美容	15%
Red envelopes, cash		Mobile phones, tablets		Spa beauty	
传统滋补品或中药材	52%	鲜花、植物	21%	运动和户外商品	14%
Traditional health supplements and TCM		Flowers, plants		Sporting and outdoor goods	
国产酒	50%	运动相关	20%	门票类	13%
Domestic liquor		Sports-related		Tickets	
洋烟	50%	健康设备及产品	19%	海味干货	13%
Foreign tobacco		Health equipments and products		Dried seafood	
国产烟	41%	箱包	18%	翡翠玉石	13%
Domestic tobacco		Luggage and bags		Emerald jade	
工艺品、装饰品	31%	配饰	18%	文玩木料	13%
Handicrafts and decorations		Accessories		Antique or special materials	
		金银珠宝	17%	化妆品、彩妆	13%
		Gold and silver jewelry		Cosmetics	



## 选购礼品时的主要考虑因素

### Main Consideration Factors When Choosing Gifts



## HURUN 研究 Research

欢迎，选择此类产品作为礼品赠送的人群超过五成。

高净值人群在为“重要商业伙伴”挑选礼物时比较看重品牌和产品本身，他们会考虑的是满足“有档次、体面”、“品质和工艺”、“对方的需求或喜好”、“知名品牌”、“品牌符合对方的形象”和“包装精美”等因素的礼品。

gifts before.

When choosing gifts for "important business relationship", HNWLs place more importance on the brand and the product itself, and will consider to what extent the gifts meet the criteria of "high-end, to gain 'Mianzi'", "good quality and craftsmanship", "giftee's needs or preferences", "well-known brand", "fitting with giftee's self-image", "attractive packaging", and so on.

“

高净值人群在为“重要商业伙伴”挑选礼物时比较看重品牌和产品本身

When choosing gifts for important business partners, HNWLs place more importance on the brand and the product itself

”

“

他们偏好保险的、  
普适性强的礼物，  
因而传统的赠礼  
品类较受青睐

*They prefer the  
safe choice that  
suitable for all*

”

MEC 洞察 Insights

### 3.5 一般商业伙伴

对于一般商业伙伴而言，除了最主流的节日之外（如春节、中秋节），送礼场合以情景和目的驱动为主，如婚礼、生子、探望病人等。

由于这一人群中的赠礼对象数量较多，高净值人群难以在每一次礼物选择中都投入较多的精力。他们偏好保险的、普适性强的礼物，因而传统的赠礼品类较受青睐。

#### 对品牌的启示：

品牌需要考虑到特定的场景以及相应的目的性赠礼需求，提供人群普适性强的礼物，增强购买者的信心，来帮助购买者快速做出决策。

### 3.5 GIFTING FOR NORMAL BUSINESS RELATIONSHIPS

When considering normal business relationships, HNWLs' gifting occasions are mainly purpose-driven such as wedding, giving birth, and visiting the sick as well as mainstream festivals (such as Chinese New Year and Mid-Autumn Festival).

Due to the large amount of target 'giftees', HNWLs cannot invest enough energy into each gifting choice. Hence, they prefer the safe choice that suitable for all.

#### Implications for brands:

Brands need to consider key occasions especially purpose-driven scenarios, communicate the "suitable for all" message to assure the safe choice and to help 'gifters' make efficient decision.

## HURUN 研究 Research

“春节”也是高净值人群给“一般商业伙伴”赠礼最主要的场合，维护关系的同时还能带有喜庆和祝福的涵义，选择人群占比83%；其次也是中国传统节日“中秋节”，选择人群近七成。

高净值人群给“一般商业伙伴”赠送的礼物比较常规，被选择较多的礼品品类有：“国产酒”、“茶叶”

"Chinese New Year" is also the most common occasion among HNWLs for sending gifts to "normal business relationships", with gift-giving raising festive spirits as well as helping to maintain Guanxi circles. 83% of respondents send gifts at this time of year, with the traditional Chinese Mid-Autumn Festival the next most popular occasion with around 70%.

HNWLs tend to choose more conventional gifts for "normal business relationships", including "domestic liquor", "tea", and "domestic tobacco", which were chosen by more than half of respondents.

Selecting gifts for "normal business relationships" tends to encompass a wider range of considerations and factors, including "giftee's needs or preferences", "high-end, to gain 'Mianzi'", "attractive packaging", "well-known brand", "whether brand fits with giftee's

## HURUN 研究 Research

以及“国产烟”，选择人群占比均超过 50%。

在为“一般商业伙伴”挑选礼物时考虑因素比较综合，相对来说考虑较多的因素有：“对方的需求或喜好”、“有档次、体面”、“包装精美”、“知名品牌”、“品牌是否符合对方的形象”、“品质和工艺好”、“性价比高”和“实用性”等。

self-image", "good quality and craftsmanship", "value for money", "practicality", and so on.

## 主要赠礼场合 Main Occasions For Gifting

春节 Chinese New Year	83%
中秋节 Mid-Autumn Festival	69%
请他人帮忙 Ask for a favour	59%
婚礼 Weddings	45%
生意开张 Business openings	41%
日常走访 Daily visits	39%
生子、满月、百天 Births, first month, first 100 days	36%
探望病人 Visit patients	35%
生日 Birthdays	34%
白事、丧事 Funerals	34%
乔迁新居 Moving to a new house	33%
特定时节 Special seasons	31%
旅行归来 Return from a trip	18%
端午节 Dragon Boat Festival	11%
感恩节 Thanksgiving	11%

## 主要赠礼品类 Main Gift Categories

国产酒 Domestic liquor	59%	香水 Perfume	24%
茶叶 Tea	57%	传统滋补品或中药材 Traditional health supplements and TCM	23%
购物卡券 Shopping card vouchers	56%	零食 Snacks	20%
国产烟 Domestic tobacco	55%	个护仪器 Equipments	19%
红包、现金 Red envelopes, cash	51%	海鲜 Seafood	18%
洋酒 Wines	36%	门票类 Tickets	18%
配饰 Accessories	28%	运动相关 Sports-related	15%
饮品与乳制品 Drinks and dairy products	27%	运动和户外商品 Sporting and outdoor goods	15%
现代保健品 Modern healthcare products	27%	化妆品、彩妆 Cosmetics	13%
护肤品 Skincare products	27%	海味干货 Dried seafood	11%
鲜花、植物 Flowers, plants	27%	人脉关系 Guanxi networks	10%
工艺品、装饰品 Handicrafts and decorations	25%	香薰、香料、蜡烛 Aromatherapy, spices, candles	10%
洋烟 Foreign tobacco	24%	SPA、美容 Spa beauty	10%

## 选购礼品时的主要考虑因素 Main Consideration Factors When Choosing Gifts

64% 对方的需求或喜好 Giftee's needs or preferences	41% 当下流行的 On trend
59% 有档次、体面 High-end, to gain "Mianzi"	35% 节日版或节日元素 Festival element
55% 包装精美 Attractive packaging	33% 价格符合收礼人的期待或接受度 Price meets giftee's expectations
50% 知名品牌 Well-known brand	31% 最新款 Latest edition
50% 品牌是否符合对方的形象 Whether brand fits with giftee's self-image	29% 独特性 Uniqueness
49% 品质和工艺好 Good quality and craftsmanship	24% 经典不过时 Classic, never go out of style
47% 性价比高 Value for money	22% 有寓意或涵义 Meaningfulness
46% 实用性 Practicality	22% 低调、不张扬 Low-key, not excessive
41% 品牌是否符合自己的形象 Whether brand fits with gifter's self-image	20% 可保值增值 Value maintenance and growth

## 第四章 高净值人群 奢侈品赠礼 态度及行为 CHAPTER 4 HNWIS' ATTITUDE AND BEHAVIOR OF LUXURY GIFTING

### MEC 洞察 Insights

奢侈品因其所被感知的高端形象、品质感、精良的设计和特有的品牌价值，受到中国消费者尤其是高净值人群的追捧。

高净值人群在赠礼时，将奢侈品视为安全的赠礼选择，因为奢侈品体面（有价值感、符合自己和对方身份）、工艺和品质有保障、设计经典、能够保值增值且具有时尚感。

正因如此，奢侈品虽然基本满足高净值人群的赠礼要求，但也因为容易随大流、落入“俗套”，难以帮助送礼者体现心意，也难以赋予更多的内涵。这两点正是奢侈品牌需要思考的，是未来的发展方向。

#### 奢侈品礼品品类多样化带来的机会与挑战

随着市场的发展，诸多品牌开始走高端化路线，譬如重新定位品牌愿景、开发高端子品牌、延伸产品线等。因此奢侈品礼品的选择范围也越来越大，无论是传统的品类还是新兴的品类，都被高净值群体青睐。

然而，品牌需要面对和思考两大问题：

① **品类如何胜出：**传统的奢侈品品类如何应对新兴品类带来的竞争，以及新兴品类如何寻找到最佳的定位来抓住品类扩展下的市场机遇。

② **品牌如何胜出：**品牌需要准备好迎接常规竞品与新兴竞品带来的竞争，站在更广的视野上探索品牌定位，以在更广阔的品类和品牌战中脱颖而出，赢得消费者的青睐。

Luxury products, perceived to have a high-end image, high-quality, sophisticated design, and unique brand values, are popular among HNWLs in China.

HNWLs see luxury products as safe choices for gifting because luxury products are able to represent "Mianzi", craft and quality guaranteed, classic and iconic, long-term value, and are fashionable.

Although luxury products meet the general requirements for a safe choice in gifting, they are sometimes considered "me-too" and lacking in effort and therefore meaning. Luxury brands need to think further about their ability to create more excitement and desire in luxury gifting.

#### Opportunities and challenges from the diversification of high-end gifts

As the luxury market in China has grown, many brands have tried to upgrade to attract a higher-end consumer, through repositioning brand vision, developing high-end sub-brands, or extending product lines, etc.

However, there are two considerations for brands considering this approach:

① Brands should firstly win the category war. Brands in traditional luxury categories need to address rising competition from emerging categories. Brands in emerging categories will need a distinct positioning to successfully compete.

② Brands need to be prepared facing threats from regular and new competitors.

MEC 洞察 Insights

高净值人群在奢侈品礼品市场的参与度高于其想象

消费者所理解的“奢侈品”，仍以传统的奢侈品品类为主。很多高净值人群并未因为一些新兴品牌的定位或价格高端，就将其归入“奢侈品”之列。

我们对比定量调研中“礼物选择”和“高端礼物选择”的数据发现，服饰箱包、珠宝首饰等传统概念的奢侈品在两种情况下被选到的比例较一致，但电子数码却呈现出非常大的差异，从61%变成了27%。这意味着高净值人群在奢侈品赠礼市场的参与度比他们想象得更高。

HNWIs are more involved in the luxury gifting market than they think

The luxury products recognized by consumers are still more related to traditional luxury categories. Many don't yet consider emerging high-end products "luxury products", for example technology, despite comparable price points.

We can learn from comparing the data in "gift" and "luxury gift" category list, apparel, bags, jewelry and other traditional luxury goods are considered for gifting and luxury gifting, but the data in the electronics category is very different, decreasing from 61 % to 27% when considering luxury gifting.

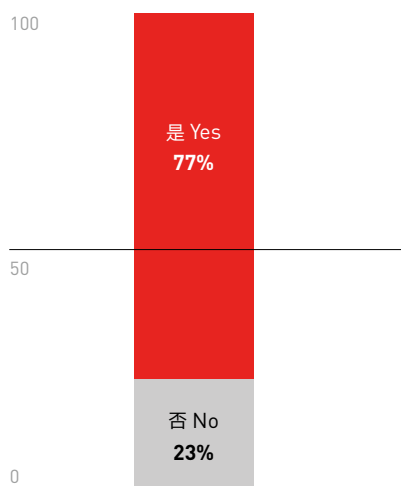
品类举例 Category Examples



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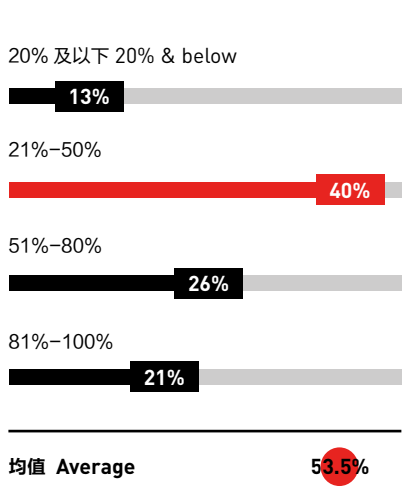
过去一年中选择奢侈品作为礼物赠送人群比例

Have You Chosen Luxury Products as Gifts in P1Y?



送奢侈品次数占赠礼总次数比例

To What Proportion That You Gifted Luxury Products to Others?



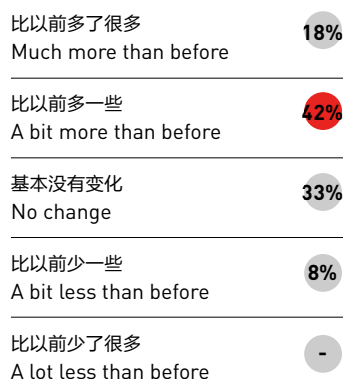
调查结果发现，在过去一年中，有77%的高净值人群表示曾经将“奢侈品”作为礼物赠送给他人。

在这些有送“奢侈品”经历的人群中，年度奢侈品送礼次数占总送礼次数的53.5%，年平均赠礼花费超过31万元，远高于没有“奢侈品”送礼经历人群的9万元。

The survey found that over the past year, 77% of the HNWI's sent 'giftees' luxury items. Among those who did, such items were given on 53.5% of the occasions that they gifted others. With annual per capita expenditure of 310,000 RMB and above on gifts, HNWI's who gifted luxury items spent significantly more than the 90,000 RMB average of those who did not.



和过去三年相比，  
送奢侈品的次数变化  
Compared to P3Y,  
the Number of Time  
For Gifting Has Changed



HURUN 研究 Research

胡润“2017 至尚优品品牌倾向调研”显示，中国高端消费者对奢侈品的热情已经连续两年上升，比去年回暖 20%，回到 2013 年水平。此次研究发现，六成的高净值人群与过去三年相比，送“奢侈品”次数有所增加，其中“比以前多了很多”的人群占比达到 18%。近年来，相对于全球奢侈品市场的低迷，中国奢侈品市场则在持续保持较高的热度。

奢侈品礼品赠礼对象

高净值人群表示，赠送“恋人或配偶”奢侈品的比例高达 76%；其次是“重要商业伙伴”，赠送的比例为 67%；送“父母”奢侈品的比例为 42%。

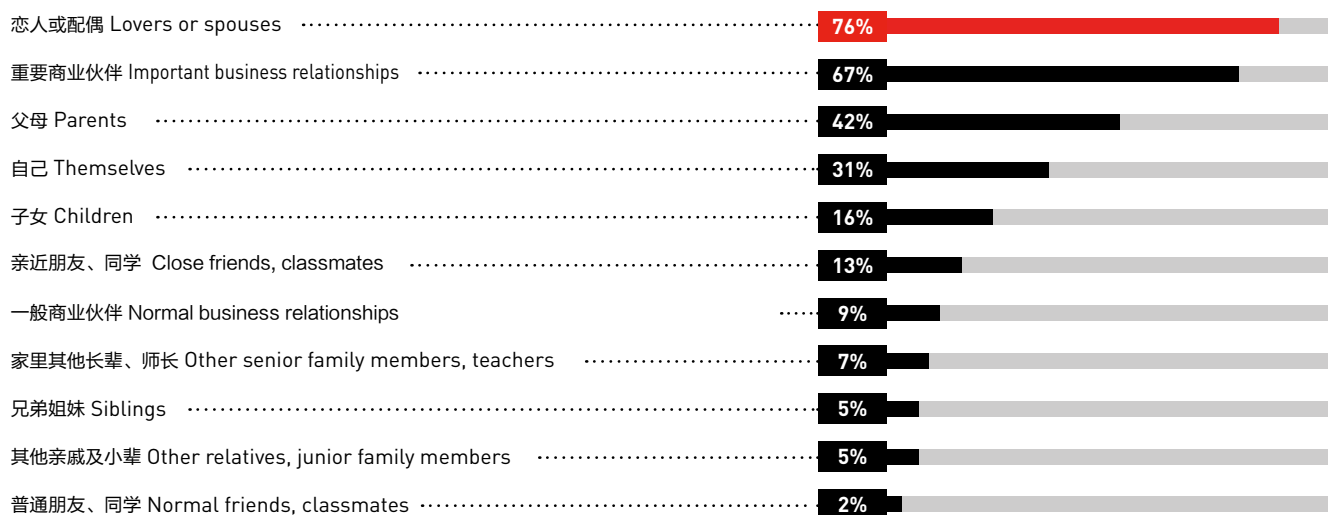
"Hurun Best of the Best Awards 2017" found that appetite for luxury among Chinese luxury consumers has bounced back 20%, returning to its 2013 level.

The results showed that compared with the last three years, 60% of HNWLs sent luxury items as gifts more frequently, with 18% doing so considerably more than before. In recent years, the Chinese luxury goods market has remained robust in comparison to the downturn experienced worldwide.

WHO

76% of the HNWLs gifted luxury goods to their "lovers or spouses". 67% sent luxury items to "important business relationships", while 42% did so to their parents.

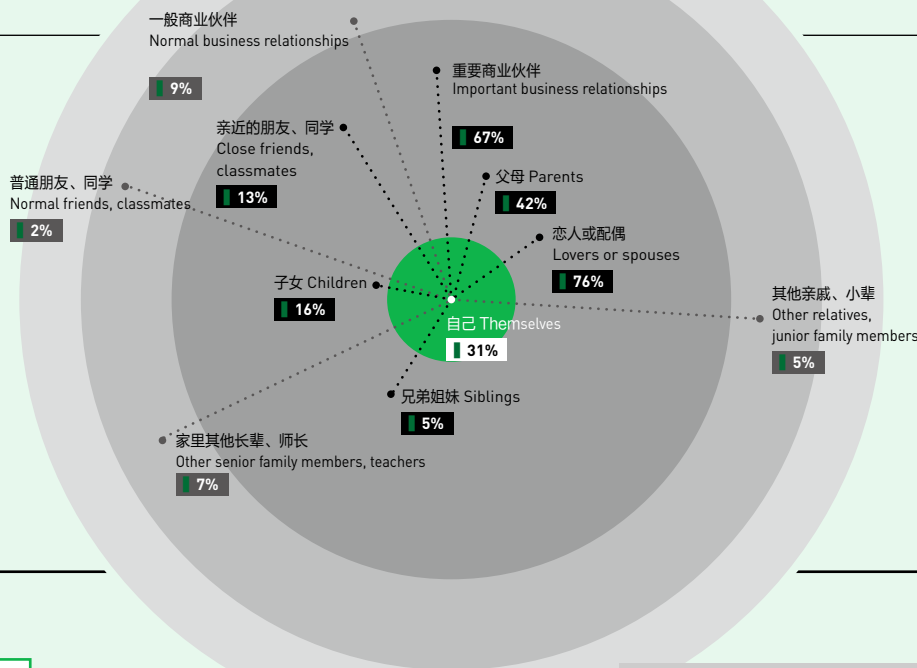
选择奢侈品作为礼物的赠礼对象 Luxury Gifting 'Giftees'



## 奢侈品送礼“关系”图 Luxury Gifting Guanxi Map

- 家人 FAMILY MEMBERS
- 熟人 INSIDERS
- 生人 OUTSIDERS

过去一年给该类人群赠奢侈品的比例  
Percentage of luxury gifting to this type of 'giftee' in P1Y



## MEC 洞察 Insights

奢侈品礼品主要用于比较重要的赠礼对象，尤其是恋人或配偶，以及重要的商业伙伴，或者比较讲究的赠礼场合。

而由于中国的孝道文化，对父母的赠礼会更加重视体现孝心和关怀，意识上不愿通过价值进行衡量，因而面对“奢侈品”这样的概念，选择的比例没有前几类收礼对象高。但是从定性研究发现，高净值人群实际在给父母选择礼物时，会“不经意”选择到奢侈品礼品，也就是说，他们实际上在更多地购买奢侈品礼品。

另外，值得注意的是，在高净值人群爱“给自己送礼”的当下，奢侈品恰好符合其背后想要“犒赏自己”，“宠爱自己”的心理需求，成为他们偏爱的礼物之选。

品牌需要立足于高净值人群给不同对象赠礼的需求，一方面紧抓较为核心的奢侈品礼品需求，即赠予爱侣、重要的商业对象、父母，以及自己；一方面沟通其品牌与产品对其他各类赠礼对象的适用性，来拓宽赠礼对象的范围。

Luxury gifts are mainly for important 'giftees', especially lovers or spouses, as well as important business relationships, or other important occasions.

Because of Chinese filial piety culture, gifting to parents is more about showing you "care" rather than delivering "value". However, our qualitative study shows that HNWIs sometimes "unintentionally" choose luxury gifts for their parents considering quality and craft, that is, they actually buy more luxury gifts than they thought.

In addition, it is worth noting that as the HNWIs follow the trend of self-gifting, luxury products are in line with their desire to "reward and love themselves", becoming their favorite gift choices.

On one hand, brands should continue to drive luxury gifting needs for lovers, important business partners, parents, and themselves. On the other hand, brands should communicate their brand image and their broad applicability to expand 'giftee' pool.

### 高净值人群话语摘录 VERBATIM

#### 送爱人 To lover:

“送夫人的话，品牌和设计挺重要的。她自己平时也喜欢买这些奢侈品，包啊，表啊之类的。她自己也说，这叫‘包’治百病。”  
“Brand and design matter a lot when choosing gifts for my wife. She likes buying luxury pieces, like bags and watches. She jokes that 'bags cure everything'."

#### 送商业伙伴 To business partner:

“奢侈品品牌有辨识度，较体面，也不容易出错，能让商业伙伴感觉到你对他的重视。”  
“The value of gifts can be easily recognized through luxury brands. They are also safe choices, delivering respect and appreciation to business partner."

#### 送父母 To parents:

“送父母的话会主要买些健康的产品，也会看他们平时需要什么。但有时候我也会送他们奢侈品，主要是考虑品质好，款式经典。”  
“I like buying healthy products for my parents or whatever they need in everyday life. But I also buy luxury gifts considering those of high quality and classic design."

#### 送自己 To myself:

“我会买好的东西来犒劳自己。我比较喜欢香奈儿，很多东西都很显气质，所以我喜欢买香奈儿给自己。”  
“I choose nice gifts for myself. I quite like Chanel for its exquisite design that brings elegance to my life."

## 奢侈品礼品种类 Category for Luxury Gifts

<b>78%</b>	<b>烟酒茶 Tobacco, alcohol, tea</b>
49%	高端洋酒 Fine wine
48%	高端茶叶 Fine tea
39%	高端洋烟 Fine overseas tobacco
38%	高端国产酒 Fine domestic liquor
34%	高端国产烟 Fine domestic tobacco
<b>65%</b>	<b>服饰箱包 Apparel, luggage and bag</b>
50%	高端箱包 Fine luggage and bags
37%	高端配饰 Fine accessories
35%	高端服装 Fine apparel
27%	高端鞋靴 Fine footwear
<b>59%</b>	<b>个人护理 Personal care</b>
45%	高端或沙龙香水 Fine perfumes
40%	高端护肤品 Fine skincare products
32%	高端化妆品、彩妆 Fine cosmetics
23%	高端个护仪器 High-end equipments
11%	高端香薰、香料、蜡烛 Fine aromatherapy, spices, candles
<b>57%</b>	<b>健康产品 Healthy products</b>
53%	高端的传统滋补品或中药材 Traditional health supplements and TCM
20%	高端健康设备及产品 Healthcare equipment and products
7%	高端或境外体检 High-end or overseas health check
<b>57%</b>	<b>珠宝首饰 Jewelry</b>
37%	高端手表腕表 High-end watches
29%	高端金银珠宝 Fine jewelry
16%	高端翡翠玉石 Fine emerald jade
9%	高端文玩木料 Fine antique or special materials
<b>45%</b>	<b>体验与服务 Experiential items</b>
27%	高端旅游度假产品 High-end travel products
21%	高端运动相关 High-end sports-related
26%	高端 SPA、美容 High-end spa beauty
15%	高端门票类 High-end tickets
<b>27%</b>	<b>电子数码 Digital and electronics</b>
16%	高端或定制的手机与平板电脑 High-end and customized mobile phones, tablets
8%	高端或定制智能可穿戴设备 High-end or customized smart wearable devices
6%	高端或定制笔记本电脑、台式机 High-end or customized laptops & desktop computers
4%	其他高端或定制的电子数码产品 Other high-end or customized electronic products
<b>22%</b>	<b>文化艺术 Art pieces</b>
18%	高端工艺品、装饰品 Fine handicrafts and decorations
6%	名家书法字画 Calligraphy by famous calligraphers
4%	高端书画用具 Fine painting and calligraphy tools
2%	名家或限量书籍画册 Books and albums by famous authors or limited edition
<b>21%</b>	<b>其他 Other</b>
13%	名贵鲜花、植物 Expensive flowers, plants
8%	高端运动和户外商品 High-end Sporting and outdoor goods
2%	高端非数码类玩具 High-end Non-digital toys
<b>8%</b>	<b>家居家电 Home appliances and home products</b>
6%	高端小家电 High-end small appliances
3%	高端家具家纺 High-end home furnishings
2%	高端大家电 High-end large appliances

## HURUN 研究 Research

### 奢侈品礼品选择

赠送奢侈品品类上，“高端烟酒茶”、“服饰箱包”、“个人护理”和“健康产品”排名前四，占比分别为：78%、65%、59%和57%。

这些品类的奢侈品赠送，在男性以及资产 5000 万以上的人群中尤为明显；另外，一线城市高净值人群在“体验与服务”式礼品的赠送上高于二线城市。

**烟酒茶类：**高端洋酒（49%）、高端茶叶（48%）、高端洋烟（39%）排名前三。

**服饰箱包：**高端箱包以 50% 的占比排名第一，其次是高端配饰，如围巾、皮带等。

**个人护理：**高端或沙龙香水、高端护肤品均有四成以上的选择率。

**健康产品：**高端的传统滋补品或中药材以 53% 的选择率夺得所有奢侈品礼品里的第一名。

### WHAT

"Fine tobacco, alcohol and tea", "apparel, luggage, and bag", "personal care products", and "healthcare products" are the four most commonly gifted luxury items, accounting for 78%, 65%, 59%, and 57% respectively.

These gifts are particularly popular among males with assets in excess of 50 million RMB and above. In addition, HNHWs based in first-tier cities are more likely to gift "experiential items" than their second-tier counterparts.

**Tobacco, alcohol, tea:** "fine wine"



## 选择奢侈品作为礼物的原因

## Reason for Choosing Luxury Items As Gifts

TOP2 非常 & 比较同意  
TOP2 Strongly and somewhat agree

- 92%** 比较体面  
Presentable and gain "Mianzi"
- 90%** 品质工艺有保障  
High-quality workmanship guaranteed
- 86%** 认为对方会喜欢  
Believe the 'giftee' will like it
- 84%** 价值高, 体现心意  
High price, reflects one's sincerity
- 83%** 比较保险, 不容易出错  
Comparatively "safe"
- 81%** 比较经典  
Comparatively classic
- 81%** 有品牌内涵和历史  
Have brand connotation and history
- 81%** 符合对方的身份及地位  
Fits giftee's identity and status
- 78%** 可保值增值  
Value maintenance and growth
- 74%** 符合我的身份及地位  
Fits gifter's identity and status
- 73%** 体现我的品位  
Reflects gifter's taste
- 73%** 科技含量高  
High-tech
- 71%** 比较时尚, 引领潮流  
Comparatively fashionable, ahead of the trend

## 选择奢侈品作为礼物的顾虑

## The Concerns When Choosing Luxury Products As Gifts

TOP2 非常 & 比较同意  
TOP2 Strongly and somewhat agree

- 51%** 担心会比较高调  
Too high profile
- 50%** 很多人都送, 缺乏新意  
Many people choose it, hard to be unique
- 48%** 不够实用  
Not practical/useful
- 48%** 赠礼成本高  
High cost
- 46%** 价格高, 担心给对方带来负担  
Worry to give 'giftees' psychological burden
- 45%** 担心对方不喜欢  
Afraid 'giftees' do not like it
- 43%** 担心会比较俗气  
Worry the gift is too tacky
- 42%** 担心敏感, 风险考虑  
Concern on sensitivity and risks
- 30%** 担心对方以为是假的  
'Giftee' may regard it as a fake one

[49%], "fine tea" [48%], and "fine overseas tobacco" [39%] are the three most popular gifts.

**Apparel, luggage and bag:** "Fine luggage and bags" accounted for more than 50% in the first place, followed by "fine accessories, such as scarves, belts", etc.

**Personal care items:** "fine perfumes and skincare products" were chosen more than 40% of the time on average.

**Healthcare products:** fine traditional health supplements and TCM were chosen by more than 53% of respondents, making these the most popular choices of luxury gifts among all other items.

## REASONS TO CHOOSE LUXURY GIFTS

HNWIs believe that gifting luxury items appear "presentable and gain 'Mianzi'", and that they have "high-quality workmanship guaranteed", with older respondents more likely to believe this than younger ones. At the same time, while gifting luxury items are more likely to win the giftee's heart, they are also perceived as able to express the gifter's sincerity. Such gifts are believed to be a "safe choice". Factors such as "comparatively classic", "have brand connotation and history", and "fit giftee's identity and status" are emphasized by more than 80% of the respondents.

## CONCERNS FOR CHOOSING LUXURY GIFTING

HNWIs also have certain concerns about gifting luxury items, including that doing so may come across as "too high profile". Also, since lots of people choose similar items, it is hard to be unique. Other worries concern luxury items having a "high cost", and that 'giftees' may view them as "not practical/useful".

## 奢侈品赠礼原因

高净值人群认为, 赠送奢侈品会显得“比较体面”, 奢侈品“品质工艺有保障”, 尤其在年轻人群中, 他们对奢侈品品质的认同感高于年轻人群。同时, 高价值的奢侈品送礼能够获得对方的喜欢, 也能够“体现自己的心意”。奢侈品作为礼物“保险、不容易出错”、“比较经典”、“有品牌内涵和历史”以及“符合对方的身份及地位”等因素均得到了超过八成的认同。

## 奢侈品赠礼顾虑

作为礼物, “奢侈品”在赠送时也有一定的顾虑。高净值人群表示他们担心“奢侈品”作为礼物“会比较高调”, 同时也会有“很多人都送, 缺乏新意”的感觉。此外, 还有奢侈品赠礼“成本高”, 担心对方收到礼物感觉“不够实用”的顾虑。

“

赠送奢侈品会  
显得“比较体面”  
Gifting luxury  
items appears  
"more presentable"

”

#### 高净值人群话语摘录 VERBATIM

##### 一线城市 Tier 1

“奢侈品品牌通常比较有设计感，品质经久耐用，能体现身份。而且，每个品牌都有一定的内涵，作为礼物也比较有意义。”

"Luxury brands usually have good design and quality and are able to represent personal identity. Plus, every brand has its own story, making the gift meaningful in some ways."

##### 二线城市 Tier 2

“奢侈品比较体面，但也要看对象，有些人不懂的话，送了也感觉不出来它的价值。”

"Luxury gifts are respectable choices for those who can recognize them."

“

对一线城市传递更多的品牌价值，对二线城市抢占未来先机

*Brands should provide more brand values to Tier 1 consumers, and apply market education in Tier 2 to seize potential for the future*

”

#### MEC 洞察 Insights

奢侈品高端、品质感等与生俱来的优势契合高净值人群在“关系”互动和赠礼上的需求，被视为是“不会出错”的礼品选择。然而，这些优势同样也带来了一定程度上的担忧以及部分消费者的选择障碍，他们担心礼品的价值被过多考量，不够含蓄，落入俗套，缺乏新意和心意。

品牌需要深入理解消费者赠礼的需求，打破他们对传统奢侈品认知的瓶颈，赋予其更多的内涵和寓意，做到更贴心（如定制需求等），帮助传达心意，从而赢得更多消费者的选择。

#### 一线城市在奢侈品礼品上看到更多价值

二线城市选择奢侈品礼品主要是因为“认为对方会喜欢”，“价值高，体现心意”，再次验证了其在礼物选择时追求体面，避免出错的原则。而一线城市则能看到奢侈品礼品更多价值，包括“有品牌内涵和历史”（指数 116），“比较经典”（指数 115）。对于这样的消费者，品牌需要在传递品牌价值上做更多投入。而对于其他消费者，也可以开始进行市场沟通和教育，抢占未来的先机。

#### 4.5 机会人群

##### 高端礼品市场的机会人群

值得注意的是，23% 的高净值人群在过去一年中没有送过奢侈品礼物。虽然具有消费力，但他们的赠礼需求和意识较弱，另外，他们感觉赠礼困难（指数 130），更加迷茫，“难以把握礼物的价位”（指数

Luxury brands showcasing their premium image and superior quality, perfectly meet HNWLs' many gifting requirements across occasions and make luxury products extremely safe choices. However, these same benefits bring concerns that luxury gifts showcase more "price and value" and less meaning.

Brands should endow more meaning into luxury gifting and help consumers to express their special care and goodwill for 'giftees'.

#### Tier 1 cities see more value in luxury gifts

HNWLs in Tier 2 cities choose luxury gifts mainly because "my 'giftee' loves it", "high value represents my goodwill", which demonstrate their consideration of "Mianzi" and their search for safe choices.

Comparatively, HNWLs in Tier 1 cities see more value in luxury gifts, including "brand nature and history" (index 116) and "classic design" (index 115).

Brands should provide more value to discerning consumers (especially in Tier 1 cities). For other cities, brands should apply market education to seize potential for the future.





## MEC 洞察 Insights

141), “不知道选什么类型的礼物”(指数 128)。并且, 对于送奢侈品, 他们顾虑更多, 如“太高调”(指数 141), “不够实用”(指数 123)等。

对品牌而言, 这部分人群的潜力同样不容忽视。品牌需要为未来播种, 通过品牌教育和引导, 增强他们选择的信心以及选择动因。

## 4.5 OPPORTUNITY TARGET

## Opportunity target observed in luxury gifting

It is noteworthy that 23% of the HNWLs claimed that they did not send luxury gifts in P1Y even though they have high spending power. On one hand, their gifting needs and awareness are not as strong as the luxury gift 'gifters'. On the other hand, they do see more difficulty in gifting, such as "gifting is difficult" (index 130), "It is difficult to determine the price level of the gift" (index 141), "do not know what type of gift to select" (index 128), etc. What's more, they show stronger concerns around luxury gifts, such as "too high profile" (index 141), "not practical/useful" (index 123), etc.

Brands should not ignore the potential of these lower involvement HNWLs and consider them as mid-long term targets. Brand can help them by providing more guidance and reassurance, to uplift their chance of entering the luxury gifting market.

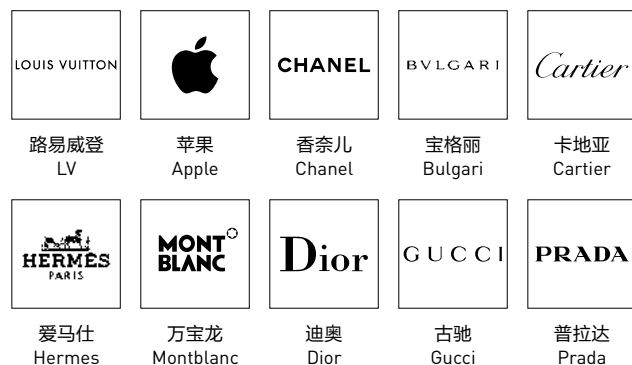
# 附录：2017 胡润百富至尚优品品牌榜 APPENDIX: HURUN BEST OF THE BEST AWARDS

## 2017 年高净值人群最青睐的礼品品牌 Best Brand for Gifting

### 最青睐的男士送礼品牌 2017 Best Brand for Gifting by Men

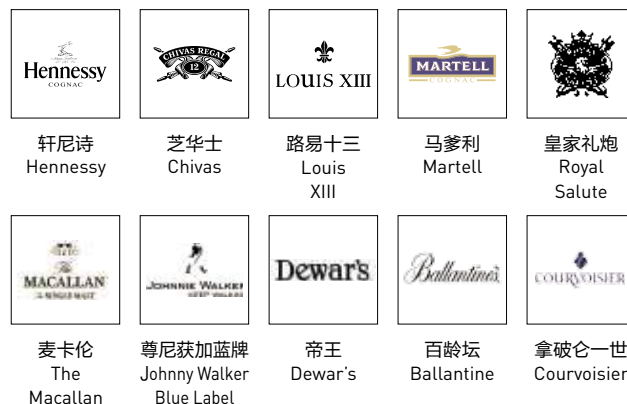


### 最青睐的女士送礼品牌 2017 Best Brand for Gifting by Women



## 2017 年高净值人群最青睐的烟酒品牌 Best Brand for Gifting Tobacco and Liquor

### 最青睐的洋酒品牌 Best Premium Imported Spirits Brand



### 最青睐的白酒 Best Baijiu Brand

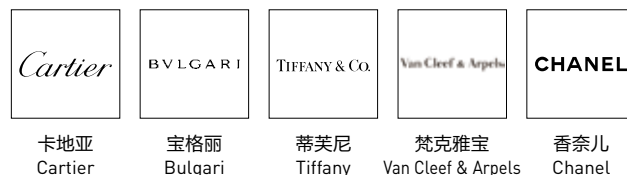


### 最青睐的烟草 Best Premium Cigarette



## 2017 年高净值人群最青睐的珠宝手表品牌 Best Brand for Jewelry and Watch

### 最青睐的珠宝 Best Jewelry



HURUN 研究 Research



周大福 Chow Tai Fook 尚美巴黎 Chaumet 宝诗龙 Boucheron 周生生 Chow Sang Sang 伯爵 Piaget

最青睐的手表 Best Overall Watch



百达翡丽 Patek Philippe 卡地亚 Cartier 劳力士 Rolex 宝格丽 Bulgari 江诗丹顿 Vacheron Constantin



欧米茄 Omega 爱马仕 Hermes 宝珀 Blancpain 万国 IWC 伯爵 Piaget



香奈儿 Chanel 积家 Jaeger-LeCoultre

2017 年高净值人群最青睐的服饰和配饰品牌  
Best Brand for Best Fashion Label and Accessories

最青睐的男士服饰 Best Fashion Label For Men



乔治·阿玛尼 Giorgio Armani 香奈儿 Chanel 范思哲 Versace 雨果·博斯 Hugo Boss 纪梵希 Givenchy



杰尼亚 Zegna 登喜路 Dunhill 博柏利 Burberry 古驰 Gucci 迪奥 Dior

最青睐的女士服饰 Best Fashion Label For Women



香奈儿 Chanel 迪奥 Dior 古驰 Gucci 纪梵希 Givenchy 宝姿 Ports



博柏利 Burberry 范思哲 Versace 路易威登 Louis Vuitton 乔治·阿玛尼 Giorgio Armani 上海滩 Shanghai Tang

最青睐的男士配饰 Best Accessory for Men



卡地亚 Cartier 乔治·阿玛尼 Giorgio Armani 路易威登 Louis Vuitton 爱马仕 Hermes 香奈儿 Chanel



万宝龙 Montblanc 迪奥 Dior 华伦天奴 Valentino 普拉达 Prada 古驰 Gucci



纪梵希 Givenchy 登喜路 Dunhill

最青睐的女士配饰 Best Accessory for Women



香奈儿 Chanel 卡地亚 Cartier 路易威登 Louis Vuitton 爱马仕 Hermes 迪奥 Dior



芬迪 Fendi 乔治·阿玛尼 Giorgio Armani 普拉达 Prada 古驰 Gucci 纪梵希 Givenchy

## 关于尚扬媒介 ABOUT MEC

尚扬媒介珍视长远发展，致力于为员工、为客户、为行业实现创造性的价值增长。尚扬媒介突破常规，在各方面精益求精，尽力做到极致，如广告业务、分析与洞察、品牌合作、内容营销、数据、整合方案、移动传播、多元文化、绩效营销、策划与媒介采购、程序化购买、搜索引擎营销、社会化媒体、体育营销、娱乐营销、动机营销等。我们在全球 90 个国家 127 个办公室的 5500 多名才华横溢充满激情的员工，与全球各行业营销精英一起工作。同时，我们也是群邑的创始合伙人之一。

MEC is committed to growth. Growth for our people, our clients and our industry. MEC pushes the boundaries of what's possible in order to thrive in ~ Ad Ops ~ Analytics ~ Brand Partnerships ~ Content Marketing ~ Data ~ Insight ~ Integrated Planning ~ Mobile ~ Multi-cultural ~ Performance Marketing ~ Planning & Buying ~ Programmatic ~ Search ~ Social ~ Sport, Entertainment & Cause Marketing. Our 5,500 highly talented and motivated people work with category leading advertisers in 127 offices in 90 countries and we are a founding partner of GroupM.

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on industry trends







# 胡润百富

## 向上向善 · 引领由富及贵的格调

# ABOUT HURUN REPORT INC.

### since 1999

总部位于上海的胡润百富，是一个拥有中国高净值人群垂直类大数据，充分利用移动互联网优势为高端品牌提供调研与顾问咨询服务的新型全媒体集团。旗下拥有调研与咨询、全媒体矩阵、圈层活动与公关、金融与投资以及胡润国际五大板块；媒体平台拥有胡润百富、胡润国际名校、胡润马道、擎四大品牌。

*Established as a research unit in 1999, Hurun Report Inc. has grown into a leading media group targeted at China and India's high net worth individuals. Its flagship is the Hurun China Rich List and, since 2012, the Hurun Global Rich List. Headquartered in Shanghai, Hurun Report has offices in Beijing, Guangzhou, Chengdu, Sanya, London, Los Angeles, Chicago and Cochin, Kerala in India.*



胡润百富旗下微信号：  
胡润国际名校和胡润艺术，期待您的关注！

Hurun International Elite School and  
Hurun Art are Now Officially Launched  
Under The Group of Hurun Report,  
Welcome to Join Us

### 权威榜单

1999年，胡润在中国打造第一张《胡润百富榜》，已连续18年发布，2016年上榜人数2056人，财富门槛20亿元。2012年，创制《胡润全球富豪榜》，已连续5年发布，2016年上榜人数2188人，财富门槛10亿美金。除《胡润百富榜》和《胡润全球富豪榜》外，还首创了数个权威性榜单，比如：《胡润慈善榜》、《胡润艺术榜》、《胡润品牌榜》、《胡润少壮派富豪榜》、《胡润女富豪榜》等。

### 市场调研

胡润百富还长期追踪记录高端人群的变化。携手泰康人寿发布《中国高净值人群医养白皮书》，携手民生银行发布《中国超高净值人群需求调研报告》，携手兴业银行发布《中国高净值人群心灵投资白皮书》、《另类投资白皮书》、《消费需求白皮书》，携手汇加移民发布《中国投资移民白皮书》，在亚洲国际豪华旅游博览会发布《中国奢华旅游白皮书》，与星河湾发布《第一居所趋势白皮书》，与中信银行发布《海外教育特别报告》，与民生金融租赁发布《中国公务机行业特别报告》。此外还有《至尚优品——中国千万富豪品牌倾向报告》、《中国豪华车品牌特性研究白皮书》、《中国高净值人群养生白皮书》等等。

### 高端活动

胡润百富每年定向举办上百场高端活动，圈子创造价值，精准强势影响有影响力的圈层。除北京、上海、深圳、三亚等国内城市之外，还带领中国企业家先后走访英国、美国、新加坡、澳大利亚、印度等国家，为领袖级企业家在国际舞台赢得话语权，共同成就中国原创企业家走向世界的梦想。

### 全媒体矩阵

胡润百富全媒体平台包括11个微信公众号在内的胡润频道大号矩阵、胡润网、胡润微博、视频节目、在线直播、胡润超微



APP, 以及《胡润百富》《胡润国际名校》等高端平面媒体, 影响超过百万中国高净值群体。

## 胡润国际

2012 年, 胡润百富走向印度。如今, 胡润百富在当地已知名于《胡润印度富豪榜》《胡润印度慈善榜》以及一系列为印度最受尊敬的企业家打造的高端活动。

## 金融投资

2015 年下半年, 胡润百富与 80 后领军企业家王麒诚夫妇成立胡润创富基金, 支持年轻创业者实现创富梦想。

## Hurun Research

Hurun Research ('Nobody Knows China's Rich Better') has grown to become the world's leading authority when it comes to understanding the Chinese high net worth individual. Recent reports include partnering with some of China's most important financial institutions, local government, multinationals and luxury brands, including Bank of China, Taikang Life, Minsheng Bank, Minsheng Financial Leasing, Industrial Bank of China and the Changbaishan government.

## Hurun Conferences & Training

Hurun Conferences and Training hosts over 100 events across China every year, led by its flagships in Beijing and Shanghai every year. Hurun Conferences and Training

brings Chinese entrepreneurs aboard, to the US, London, Singapore, Australia and India.

## Hurun Media

Hurun Media ('The Voice of Chinese Entrepreneurship') reaches between one and two million unique viewers a week through its digital platform and a further 485,000 a month through its print media. Digital media is made up of 7 WeChat social media accounts, an online business talk show called MaShangHu, distributed through iQiyi, CBN and Ningxia Satellite, and Hurun.net. Our flagship WeChat account is Hurun Business, with others including Hurun Education, Hurun Art, Hurun Horse & Sports, Hurun Health, Hurun Property and Hurun English.

## Hurun International

Hurun International. Hurun Report Inc established its India business in 2012, which today is best-known for the Hurun India Rich List, Hurun India Philanthropy List and for hosting events with some of India's most respected entrepreneurs.

## Hurun Investments

Hurun Investments includes a CNY 100m early-stage venture capital fund, and strategic investments in media, education, classic cars, financial services and luxury.



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# 研究方法 RESEARCH METHO- DOLOGY

2017《中国高净值人群情谊往来白皮书》的研究成果来源于 MEC 尚扬媒介与胡润百富共同合作项目。

作为首份针对高净值人群赠送礼物行为与需求的白皮书，该项目对中国大陆地区的高净值人群开展专项研究。依托胡润百富高净值人群数据库，项目组按照性别、年龄、城市、家庭总资产、送礼对象以及场合等维度进行分层随机抽样，对 507 位高净值人士样本开展一对一问卷访问形式的定量研究，样本覆盖了全国共 14 个一、二线城市。同时，项目组在北京、上海、广州、西安四个地区开展了超高净值人士的一对一定性面访共计 16 位，以求更广泛、深入地对该部分人群特征与需求进行挖掘和研究。

此外，项目组还充分挖掘胡润百富公司十余年研究成果，结合胡润研究院近年来发布的《胡润百富榜》《胡润财富报告》等历年系列“白皮书报告”中的历史数据以及相关公开信息的整理，运用大量案头研究与数据统计分析方法，有效保证并提高了此次调研报告结论的精准度，了解中国高净值人群赠送礼物行为特征及需求与趋势，从而创造巨大的品牌价值和媒体价值。

The research results of the <CHINA HNWI GIFTING WHITE PAPER 2017> are from a joint project between Hurun Report and MEC.

The first white paper of its kind to look into gifting behaviour and demand among HNWIs, the report presents specialised research into HNWI circles in mainland China.

Drawn from Hurun Report's HNWI database, the sample group was divided into categories according to age, gender, city, total family assets, giftees and gifting occasions, with 507 wealthy individuals from 14 tier 1 and 2 cities the length and breadth of China filling in individual questionnaires, in addition to research being conducted into their gifting behavior. At the same time, project teams based in Beijing, Shanghai, Guangzhou and Xi'an conducted face-to-face interviews with 16 HNWIs, in order to obtain a more in-depth understanding of the characteristics, demands and behavior of this demographic. In addition, the project teams also delved into Hurun Report's research reports, the coverage of which extends back over a decade, combining their findings with the Hurun Research Institute's more recent publications, which include the Hurun Rich List, the Hurun Wealth Report and other white papers published over the years. Using both historical data and information available in the public realm, a large volume of desk research and statistical analysis was undertaken to effectively guarantee and improve the accuracy of the conclusions derived from the survey data, in order to truly understand the gifting behavior and demand of China's HNWIs and, in the process, create both brand and media value.

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