

Consumer trends during Chinese New Year across SEA

Near analysed the footfall across prominent locations in

- Singapore
- Hong Kong
- Jakarta
- Kuala Lumpur

Consumer trends were analysed for the following weekends

(Thursday, Friday, Saturday & Sunday)



Christmas



New Years



Valentine's

Chinese New Year

Key Shopping Locations

Hong Kong

- Causeway Bay
- Mongkok
- Tsim Sha Tsui

Jakarta

- Grand Indonesia
- Plaza Indonesia
- Taman Angrek

Kuala Lumpur

- Mid Valley Megamall
- Pavilion KL
- Suria KLCC

Singapore

- China Town
- Marina Bay Sands
- Orchard Road

Footfall Trends

15% increase in footfall during **Valentine's weekend** in Hong Kong

15% increase in footfall during **Valentine's & CNY weekends** in Jakarta

30% increase in footfall during **Christmas & New Year weekends** in Kuala Lumpur

25% increase in footfall during **Valentine's weekend** in Singapore

Popular Weekends For Shopping – By Footfall



Valentine's
New Year
Christmas
CNY

Valentine's
CNY
New Year
Christmas

Christmas
New Year
Valentine's
CNY

Valentine's
New Year
Christmas
CNY

Popular Weekends For Shopping – Time Spent



Christmas
Valentine's
New Year
CNY

Valentine's
New Year
CNY
Christmas

New Year
Christmas
CNY
Valentine's

CNY
Christmas
New Year
Valentine's

Gender Preference



Increase in footfall for women was seen during the **New Year weekend**



Increase in footfall for men was seen during the **Valentine's weekend**



Heavy footfall for both men and women was found during the **Valentine's weekend**



Increase in footfall for women was found during the **Christmas & Valentine's weekend**



Increase in footfall for men was seen during the **New year weekend**



Heavy footfall for women was seen during the **New Year weekend**



Increase in footfall for men was seen during the **Valentine's weekend**

Time Spent

1.3 hrs

Time spent at shopping locations in HK was **highest** during **Christmas**, while there was a significant drop of more than **50%** during CNY

2.1 hrs

Shopping locations in Jakarta saw more than **100%** time spent during **Valentine's weekend** as compared to CNY

1.5 hrs

KL shoppers **spent more time** during **New Year** as compared to other weekends

1.4 hrs

SG shoppers **spent more time** during **CNY & Christmas** as compared to other weekends



While HK and KL saw **higher time spent** during **Saturdays**, SG and JK saw **higher time spent** during **Thursdays**



Affluent and Homemakers spent highest time at the shopping locations across all 4 cities

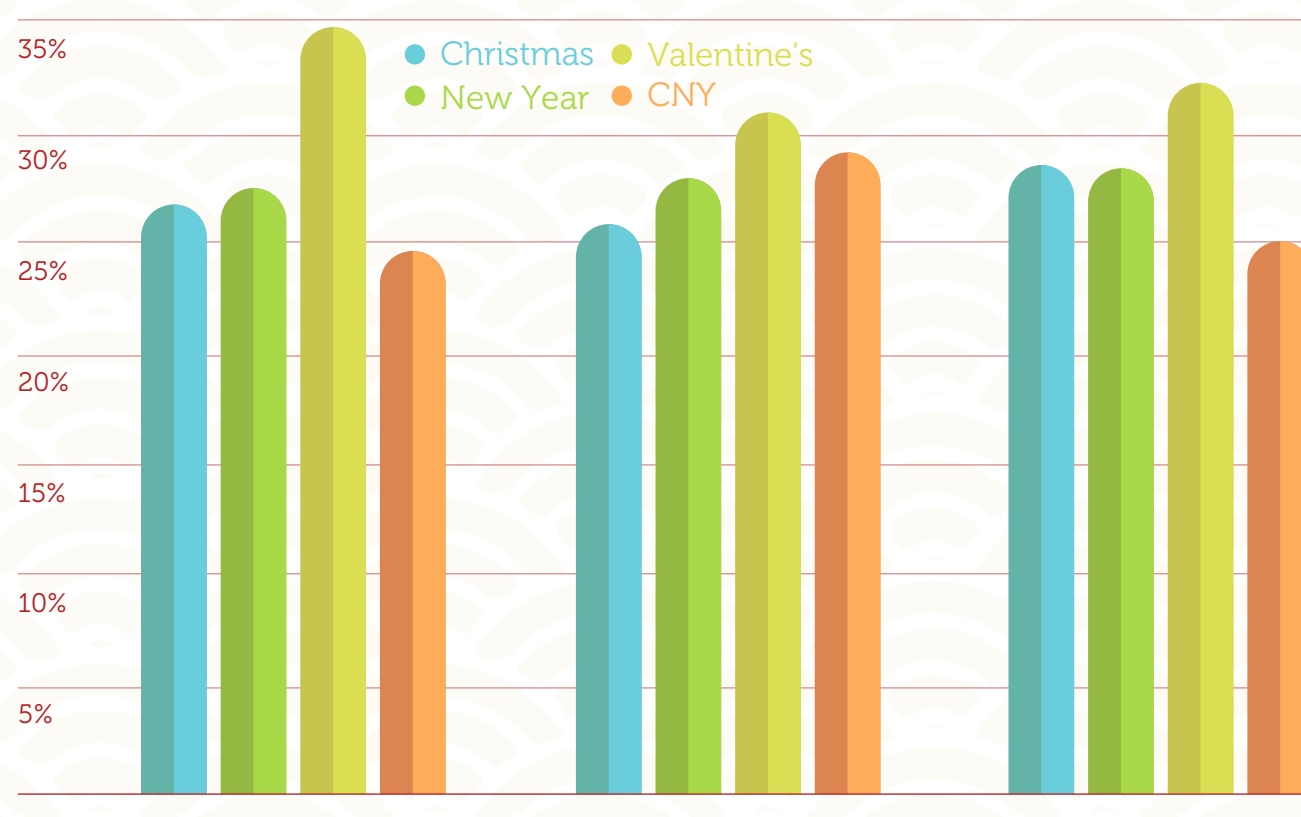
SINGAPORE



China Town and Marina Bay Sands had higher footfall during **Fridays** for all weekend's except CNY which had higher footfall on **Saturday**



Orchard Road had higher footfall during **Saturdays** on **Christmas**, **New Year**, **Valentine** and **Sunday** during CNY



16-24 yrs

25-36 yrs

37-50 yrs

above 50 yrs

Christmas	13%	30%	27%	29%
New Year	29%	23%	22%	26%
Valentine's	35%	28%	30%	24%
CNY	24%	19%	21%	21%



16 - 24 and 36 - 50 preferred the **Valentine's weekend** while **25 - 30 and >50** shopped during the **Christmas weekend**



The trend remained the same across all the Shopping locations



Time Spent by Location

China Town

Orchard Road

Marina Bay Sands



Time Spent by Weekend

CNY

Christmas

New Year

Valentine's



About Near:

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.