



CATEGORIES OF WEALTH

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Affluent are those which today we define as clients with investible assets of US\$850,000 to US\$1 Million. Only 10% of households in the U.S. have a net worth of US\$850,000 or more.

Millionaires are those whose net worth is at least US\$1 Million including the value of their primary residence and its contents.

The “Super-Rich” are the half million households in the U.S. with a net worth of US\$10 million plus.

“Billionaires” are those that are easily able to live off their wealth and whose net worth is at least US\$1 Billion. This category does not keep most of their fortune in cash. Their money is usually tied up in shares of the companies they started, so their fortunes rise and fall with the market. There are 400 million or so “Billionaires” in the U.S.

Incidentally, social class is the result of a person's function within society rather than merely the income of the household in which he/she resides.

“Mass Affluent” is a term which has been created in the last several years along with the segment labeled “emerging affluent”. These are marketing terms used to refer to the high end of the mass market. There is no standard definition; however, it is most commonly used by the financial services industry to refer to individuals with US\$100,000 to US\$1,000,000 of liquid financial assets, although the exact definition varies. It is also used by marketers of consumer products to refer to consumers with an annual household income of about US\$75,000 and up. Mass affluent consumers are an important target market for sellers of affordable luxuries.

This above subject matter is pretty subjective as there are many different opinions.

Categories of luxury/premium products/services

1. Ready-to-Wear & Accessories,
2. Fragrance & Cosmetics,
3. Watches & Jewelry,
4. Wines & Spirits,
5. Cars & Technology
6. Hotels & Real Estate

There is also a category which is considered a luxury product on its own right – yachts & private aircraft.