

THE CHANGING FACE OF LUXURY: A TRANSFORMATIVE OPPORTUNITY

With recent shifts in the demographics and priorities of **affluent consumers**, and the continued rise of **digital banking**, a transformative opportunity awaits issuers and acquirers willing to realign offerings and services to meet the needs of these unique spenders.



Understanding new preferences, trends and spending habits of affluent individuals.

Visa conducted a cultural analysis and interviews across nine markets to:

- 1

Identify emerging shifts in trends
- 2

Understand the luxury landscape
- 3

Gain insights to help providers attract and retain affluent spenders

Who is the new affluent consumer?

- Increasingly international**
Affluent consumers are now spread across the globe
- Younger**
A rise in wealth among Millennial and Gen Z
- Women**
Growing group of high earners

Shared beliefs among affluent segment

Wealth brings universal access, freedom and comfort — but require discipline and active oversight.

Big shifts in lifestyles, preferences

- ✔

Likely to live, travel and spend across multiple countries
- ✔

Value bespoke travel with unique, personalized experiences that enhance well-being
- ✔

Prioritize security (online + offline)

Payment priorities for key affluent categories

The wealth reveler

Wealth = status

Wants: Fast, convenient payment methods and cards that visually communicate luxury

The stealthy wealthy

Quality over flash

Wants: Discreet payments that don't attract attention paired with attentive service

The experience seeker

Fulfilling, unique experiences

Wants: Payment options that enable travel, offer direct access to global support

The tech maven

On the cutting-edge of technology trends

Wants: Versatile access to funds (including cryptocurrencies and NFTs), while also reducing spending barriers

The legacy builder

Building wealth and giving back

Wants: Reliability and confidence in safe, secure assets

Accessible, secure, seamless and frictionless transactions are paramount to winning business and meeting the needs of these global, experientially driven consumers.



Foster loyalty, solidify category leadership and gain a competitive edge.

Financial institutions that embrace emerging technologies can position themselves to provide secure, seamless transactions — allowing them to deliver an uninterrupted, luxurious lifestyle for affluent individuals.

Emerging technologies can help financial institutions maximize this unique opportunity

Financial institutions can differentiate themselves as leaders in this niche market by ensuring affluent consumers feel secure and can transact seamlessly across the globe.

AI can help issuers and acquirers better meet these needs by enabling them to:

- ✔

Identify patterns in consumer behavior/preferences
- ✔

Improve and customize payment experiences

Visa delivers industry-leading payment capabilities, insights, and intelligence

Visa's products and solutions help increase security while optimizing the customer experience. By harnessing advanced AI insights, a modular rewards engine, and an unrivaled network of luxury partners, Visa empowers issuers to:

- ✔

Curate personalized rewards and tailored lifestyle benefits
- ✔

Unlock exclusive luxury experiences and brand partnerships
- ✔

Approve more good transactions

Contact your Visa account executive to learn how we can help you gain a clearer understanding of consumer behavior shifts and identify opportunities to maximize your affluent portfolios.