Southeast Asia’s mass affluent are the next megamarket. To find growth opportunities for premium and “masstige” brands, look beyond the “crazy rich” Asians. Southeast Asia’s mass affluent class—a group of consumers whose incomes correlate with sharply higher spending on premium goods and services—will comprise 137 million people by 2030.

**WHY THE MASS AFFLUENT ARE SO IMPORTANT**

The mass affluent control a disproportionate share of the wealth—each dollar spent is growing. They are highly engaged with digital media and… and they are frequent overseas travelers and shoppers. The mass-affluent class is growing at a far faster rate than the middle class.

**WHO ARE THE MASS AFFLUENT OF SOUTHEAST ASIA?**

Most are millennials who earned their wealth or acquired their wealth as salaried professionals or by operating businesses. They are under the age of 40. They are highly engaged with digital media. The mass-affluent class can be segmented on the basis of how long they have been affluent rather than nationality.

**A CHANGING CONSUMER MARKET**

As the mass-affluent class replaces the middle class as the driver of growth, demand will heat up in new product categories. The mass affluent also account for about half of consumer spending in certain categories.

**WHAT COMPANIES NEED TO KNOW**

Companies that are adept at understanding mass-affluent consumers will have a unique advantage in this rapidly growing and critical consumer market.