

Scarcity and High Net Worth Customer Marketing: Brand Collaborative Strategy Analysis in Commercial Space Applications

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Abstract: This study analyzes brand co-branded strategies targeting high-net-worth individuals in commercial aerospace scenarios, examining the market size of commercial aerospace, consumption characteristics of high-net-worth individuals, unique value of brand collaborations, application methods and effectiveness of scarcity marketing, as well as implementation challenges and countermeasures for brand co-branded strategies.

Keywords: High-net-worth individuals; Marketing; Commercial aerospace; Brand collaborations.

1. Analysis on Market Size of Commercial Spaceflight and Consumption Characteristics of High Net Worth Individuals

1.1. Market Size and Growth Trends of Commercial Spaceflight Industry

The scale of China's commercial space industry has shown explosive growth. According to data from CCID Think Tank's "Outlook on the Development of China's Commercial Space Industry in 2026", the market size of China's commercial space industry reached 2.83 trillion yuan in 2025, with a year-on-year growth of 21.7% and a five-year compound growth rate of 23.1%. This growth rate is significantly higher than the global average (12.8%), indicating that China's commercial space industry is in a stage of rapid development.

In terms of market structure, the rocket and satellite manufacturing sector will reach a scale of 984.8 billion yuan by 2025, maintaining its dominant position. Starting in 2026, the industrial chain structure will undergo adjustments, with four downstream sectors including ground station construction and operation, satellite communication services, remote sensing operations, and satellite navigation and positioning services, which will contribute approximately 450 billion yuan in market growth, accounting for about 70% of total commercial aerospace market expansion. This indicates that the commercial aerospace industry is shifting from upstream manufacturing to downstream applications, forming a positive feedback cycle: "technological breakthroughs reduce costs → cost reductions expand markets → market demand drives innovation."

In the global commercial space market, SIA data reveals that the space economy grew by 4% worldwide in 2024, reaching \$415 billion in revenue. The commercial satellite industry maintained its dominance, expanding to \$293 billion and accounting for 71% of global space operations. The future space economy will feature a structure dominated by "a few platforms shaping the global landscape, with most nodes embedded in specialized division systems." As "platform-driven nations," China and the United States are poised to lead global commercial space competition.

1.2. Analysis of Consumption Characteristics Among High Net Worth Individuals

High-net-worth individuals are the core customer group for commercial aerospace consumption. The number of high-net-worth individuals in China continues to grow. By 2025, the number of users with assets exceeding 10 million yuan has surpassed 2 million households. Calculated at an average of three people per household, the coverage exceeds 6 million people. These groups exhibit the following consumption characteristics:

Pursuit of unique experiences: The proportion of high-net-worth individuals aged 35-55 who actually book space tourism reaches 65%, making them the core consumer group. They are no longer satisfied with material possessions but seek to achieve knowledge acquisition, spiritual resonance, and social identity through unparalleled experiences.

Low price sensitivity: Space tourism ticket prices range from \$600,000 (suborbital) to over \$50 million (orbital), yet they are highly acceptable to high-net-worth individuals. For instance, the 2027 suborbital travel tickets pre-sold by Deep Blue Space sold out within half an hour with two tickets priced at 1 million yuan each, demonstrating strong market anticipation for space tourism.

There is a strong demand for status symbolism: For high-net-worth individuals, "space tickets" serve not only as a social currency to demonstrate status but also embody the psychological expectation of "alternative risk hedging" amid global geopolitical and capital market volatility. Statistics show that inquiries for space tourism have grown at an annual rate exceeding 350%, making it a phenomenon-level travel category.

Technology and innovation orientation: High-net-worth individuals tend to prefer aerospace products or services with technological barriers and innovation. For example, as a partner of China's aerospace industry, Shengdile enhances product quality through aerospace standards of "zero defects and zero errors," earning the favor of high-net-worth individuals.

High willingness to share on social media: Huang Jingyu's (Movie star) 3 million yuan space ticket sparked widespread online discussions, with over 5 billion views, demonstrating

high net worth individuals' strong expectation for the social sharing value of space experiences.

1.3. Market Size Estimation of Space Tourism for High Net Worth Individuals

Assuming that 10% of China's 6 million high-net-worth individuals have space tourism consumption demand, with an average expenditure of 1 million yuan per person, the potential space consumption market size would reach over 600 billion yuan. If future space tourism scenarios expand to include space hotel accommodations, space dining, space dating, and other fields, releasing even greater consumption potential, the market size will further expand.

From a global perspective, the space tourism market is projected to grow from \$1.1 billion in 2025 to \$18.4 billion by 2033, with a compound annual growth rate (CAGR) of 38.60%. This growth is driven by increasing interest from high-net-worth individuals, advancements in reusable rocket technology, and increased investments from private aerospace companies.

2. Unique Value of Brand Collaborations in Commercial Space Applications

2.1. Current Development Status and Market Prospects of Commercial Spaceflight

In recent years, the commercial space industry has achieved remarkable technological breakthroughs and market expansion. As private enterprises increasingly enter the space exploration sector, traditional aerospace activities have transitioned from a government-dominated model to a diversified and market-driven approach. For instance, the successful development of reusable rocket technology has significantly reduced launch costs, laying the foundation for sustainable commercial space development [2]. Meanwhile, the global commercial space market continues to grow, with projections indicating double-digit annual growth rates over the next decade. This expansion extends beyond traditional fields like satellite launches and space station construction to emerging sectors such as space tourism and resource extraction. These advancements demonstrate that commercial space is evolving into a promising blue ocean market, offering abundant collaboration opportunities and contextual support for brand partnerships [6].

Furthermore, technological advancements in commercial aerospace have created opportunities for cross-industry collaboration. For instance, aerospace technologies have been applied across multiple sectors, including telecommunications, healthcare, and energy, forming an "aerospace+" industrial ecosystem. In this context, brand collaborations can integrate aerospace technologies with commercial resources to explore new market opportunities and achieve mutual benefits. Looking ahead, as space resources are further developed and aerospace technologies become more widespread, commercial aerospace is poised to become one of the key drivers of global economic growth, unlocking greater potential for brand partnerships.

2.2. Significance of Brand Collaborations in Commercial Space Applications

As an innovative marketing strategy, brand collaborations demonstrate unique value and potential in commercial

aerospace contexts. Firstly, such partnerships significantly enhance brand awareness and influence among participants. By collaborating with authoritative aerospace institutions or enterprises, non-aerospace brands can leverage the technological prestige and credibility of these partners to rapidly establish a premium, professional image. For instance, China Aerospace's "Space Innovation" brand has successfully integrated aerospace culture with modern consumer scenarios through cross-industry collaborations, attracting substantial attention and expanding brand reach [3].

Secondly, brand collaborations help expand market boundaries and identify new target customer segments for businesses. In commercial aerospace contexts, co-branded partnerships typically focus on high-net-worth individuals as core audiences, who demonstrate strong acceptance and willingness to pay for products featuring scarcity and uniqueness. By launching co-branded products incorporating aerospace elements, companies can precisely target this niche market and achieve market share growth [4]. Additionally, brand collaborations provide technological innovation advantages. As a representative of high-tech fields, aerospace technology often yields cutting-edge and forward-looking R&D outcomes. Through partnerships with aerospace enterprises, non-aerospace brands can access advanced technical support, thereby enhancing product competitiveness and value-added capabilities.

3. Application Methods and Effects of Scarcity Marketing in the Commercial Aerospace Sector

3.1. Core Application Methods of Scarcity Marketing

Scarcity marketing is primarily implemented in the commercial aerospace sector through the following approaches:

3.1.1. Seat Capacity Limitation and Premium Pricing Strategy

Virgin Galactic's Delta spacecraft can conduct up to 8 monthly flights, each carrying 6-8 passengers with an annual capacity of approximately 750 people, priced from \$600,000 per ticket. Blue Origin's New Shepard rocket offers 6-passenger flights at fares ranging from \$200,000 to \$300,000. This limited supply directly contributes to the high ticket prices and entry barriers in space tourism.

3.1.2. Scarcity of Technical Resources

For instance, SpaceX has secured most of the global low-orbit satellite orbital resources and spectrum licenses. This first-mover advantage has created a "resource barrier" that makes it difficult for latecomers to replicate. The single-unit cost of 200-300 kg low-orbit communication satellites for China's StarNet and Qianfan Constellation has dropped to 12-15 million yuan, but limited production capacity still maintains their scarcity advantage.

3.1.3. Exclusive Experience Design

A prime example is Sun Yuchen's achievement in August 2025 when he completed a suborbital spaceflight aboard Blue Origin's New Shepard spacecraft, securing the inaugural seat on the mission for \$28 million. This exclusive experience design leverages celebrity influence and the scarcity of first-mover seats to generate significant brand premium value.

3.1.4. Limited-Edition Co-Branded Products

For instance, the collaborative footwear between Anta and China Aerospace Corporation ranges from 399 to 899 yuan, with special commemorative editions reaching up to 1,299 yuan—significantly higher than standard sports shoes. Similarly, Saint-Denis' aerospace-themed egg products achieved notable brand premium through their "zero-defect" standards and limited release.

3.1.5. Marketing Conversion of Technological Barriers

For instance, the Falcon 9 rocket reduced single-launch costs to approximately \$15 million through reusable technology. This technological advantage was transformed into a marketing selling point of "exclusive experience," thereby enhancing brand value.

3.2. Effect Evaluation of Scarcity Marketing

Scarcity marketing has demonstrated remarkable effectiveness in the commercial aerospace sector:

3.2.1. Low Demand Elasticity

Virgin Galactic's 2027 space seats were fully booked, while Blue Origin had over 700 people in line, demonstrating strong willingness among high-net-worth individuals to pay for scarce experiences. Demand remains robust despite high ticket prices.

3.2.2. Social Media Outbreak

Huang Jingyu's space training topic garnered over 5 billion

views, while the Virgin Galactic co-branded mission captured global attention, demonstrating that scarcity strategies can effectively enhance brand exposure and topic engagement.

3.2.3. Significant Brand Premium

Sun Yuchen paid a premium to secure first-mover seats, while co-branded products like Keqing Emulsion drove the brand's young user share to surge from 12% to 57%, with user LTV (Life Time Value) increasing 3.2-fold. Shengdile's aerospace co-branded egg products achieved 70% year-on-year sales growth during JD.com's 618 shopping festival, with a resale market premium rate reaching 400%.

3.2.4. High Customer Loyalty

Once high-net-worth individuals experience space tourism or aerospace co-branded products, their repurchase intention and brand loyalty significantly increase. For instance, Saint-Denis' premium sales market share consistently remains above 60%, indicating strong customer recognition of products endorsed by aerospace quality standards.

3.2.5. Market Value Enhancement

Scarcity-based marketing strategies enable commercial aerospace enterprises to transition from "facility competition" to "brand competition," thereby elevating brand valuation and market influence. For instance, SpaceX's valuation has surpassed that of energy giants such as Saudi Aramco, reaching the trillion-dollar scale.

Table 1. Key Data Comparison of Scarcity Marketing in the Commercial Space Industry

Enterprise/Product	Cabin space/Supply quantity	pricing strategy	Market reaction	Brand premium
Virgin Galactic Delta	8 times per month, with 6-8 participants each time	Starting from \$600,000	All seats for 2027 have been sold out, with over 700 global registrations.	High-net-worth individuals exhibit strong payment willingness
Blue Origin's New Shepard	Six people per session	\$200,000 to \$300,000	Over 700 people queued, with demand far exceeding supply	The premium for the starting position reached \$28 million.
Deep Blue Aerospace Suborbital	Limited to 200 people per year	3 million yuan per person	All 2024 pre-sale tickets were sold out within half an hour	The second-hand market premium is 400%
Saint-Dil Aerospace Egg Products	Annual production limit: 5 million units	399-1,299 yuan per box	JD.com's sales during the 618 shopping festival saw a 70% year-on-year increase.	Market share in the high-end segment exceeds 60%
Anta Aerospace Co-branded Shoes	Limited to 3,000 pairs per quarter	399-1,299 yuan per pair	Most models are discontinued three months after their market launch.	The second-hand market premium is 1,899 yuan.

4. Strategy Analysis of Brand Collaborations in Commercial Space Applications

4.1. Partner Selection Strategy

In commercial aerospace collaborations, the key to successful brand partnerships lies in selecting partners with complementary strengths and shared values. First, partners should demonstrate complementarity in technology, resources, or market channels to achieve synergistic effects. For instance, aerospace technology companies possess advanced technologies and unique space resources, while high-end consumer brands boast strong market influence and customer bases. This combination can create products or services that blend technological sophistication with the consumption demands of high-net-worth individuals [3]. Second, shared values serve as the foundation for ensuring long-term stability in collaborative partnerships. Whether

pursuing innovative spirit or advocating sustainable development concepts, aligned brand values enhance consumer trust and recognition of co-branded initiatives. Additionally, when selecting partners, it's crucial to consider their reputation and market positioning in target markets to avoid negative impacts caused by brand image mismatches. Through scientific evaluation of potential partners' capabilities and compatibility, brands can achieve resource sharing and value multiplication effects in collaborative partnerships.

4.2. Product and Service Positioning Strategy

For high-net-worth individuals, aligning product and service positioning with commercial aerospace elements serves as the cornerstone of creating unique value propositions. These clients typically exhibit strong interest in scarce, distinctive, and technologically advanced products. Therefore, co-branded offerings should fully incorporate space exploration themes, such as limited-edition space

memorabilia, space travel experience packages, or luxury goods developed using aerospace technology [1]. To enhance product appeal, brands must focus on meticulous details in design, functionality, and service delivery, ensuring they meet high-net-worth individuals' dual demands for quality and status symbolism. For instance, collaborating with space agencies to launch customized satellite launch services or virtual space tours not only satisfies consumers' desire for novel experiences but also reinforces the brand's premium image [5]. Additionally, co-branded products should convey spiritual values beyond material aspects, such as exploring the unknown and pushing boundaries, so as to resonate emotionally with high-net-worth individuals, fostering lasting brand loyalty.

4.3. Marketing Communication Strategy

In commercial aerospace scenarios, achieving precise targeting of high-net-worth individuals and enhancing brand co-branded influence requires leveraging multiple channels, including social media platforms, premium events, and space-themed event marketing. Firstly, social media platforms serve as crucial information dissemination channels. By sharing high-quality visual content and interactive topics, brands can effectively capture target audiences' attention. For instance, showcasing space launch processes through short videos or demonstrating design inspiration for co-branded products can spark public curiosity and engagement enthusiasm. Secondly, high-end offline events act as effective bridges connecting brands with affluent demographics. Through initiatives like private tasting sessions, VIP dinners, or space-themed exhibitions, brands can establish direct communication with target customers while deepening their understanding and appreciation of co-branded value [7]. Lastly, leveraging major space events for marketing campaigns significantly boosts brand exposure and credibility. Launching co-branded initiatives during critical milestones such as spacecraft launches or International Space Day not only attracts extensive media coverage but also amplifies brand messaging through public attention surrounding space-related events. By implementing multi-dimensional and multi-level marketing strategies, brands can stand out in competitive markets and maximize the value of co-branded collaborations.

5. Challenges and Countermeasures in Implementing Commercial Space Brand Collaborative Strategies

5.1. Technical Risks and Responses

Research and development in commercial aerospace technology carries high uncertainty, which may lead to project delays and technical failures, posing significant risks to brand collaboration strategies. For instance, in space marketing, the complexity and high costs of technological innovation require brands to ensure their partners possess robust technical capabilities to prevent project failures caused by technical issues. Moreover, commercial space activities involve multiple technical phases, including launch, orbital operations, and re-entry, where any technical mishap could cause irreversible damage to brand reputation. To mitigate these risks, brands must implement comprehensive technical risk management measures such as establishing multi-tiered backup plans, engaging third-party technical evaluation agencies for end-to-end monitoring, and transferring potential technical risks to qualified partners through flexible

contractual terms. Simultaneously, brands should strengthen internal R&D teams to enhance mastery of core technologies, thereby reducing uncertainties stemming from external technological dependencies [6].

5.2. Market Acceptance Risk and Response

High-net-worth individuals, as the core target audience for commercial aerospace co-branded products, exhibit varying levels of openness to new concepts, posing potential challenges for successful brand collaboration strategies. While these consumers typically prefer unique and symbolic consumption experiences, the premium pricing and technical sophistication of aerospace co-branded products may lead to more cautious purchasing decisions [1]. Additionally, the alignment between perceived value and actual needs significantly impacts market acceptance. If co-branded products fail to effectively address emotional or social identity needs among high-net-worth consumers, they may face poor market reception [5]. To enhance market acceptance, brands should conduct thorough market research and targeted product testing to understand authentic consumer demands. Methods such as questionnaire surveys and focus group discussions can be employed to gather feedback, enabling continuous product design optimization and service refinement. Furthermore, brands can leverage strategies like limited-time releases and pre-order systems to create scarcity effects, thereby stimulating purchasing motivation and boosting market acceptance.

5.3. Brand Value Conflict Risk and Response

In brand collaborations within commercial aerospace contexts, significant differences among brands may exist in cultural backgrounds, market positioning, and target audiences. These disparities can lead to brand value conflicts, thereby undermining the effectiveness of collaborative strategies. For instance, while certain luxury brands emphasize prestige and fashion appeal, commercial aerospace brands prioritize technological innovation and futuristic aesthetics. Such conceptual divergences may create cognitive dissonance among consumers. Moreover, inconsistent brand identities or even contradictory messaging in collaborations can erode consumer trust in co-branded products, ultimately damaging both parties' brand equity. To align brand values and maintain brand image, partners should establish shared objectives and core values during collaboration inception, ensuring product design and communication authentically reflect brand characteristics. Detailed partnership agreements must clearly define rights and obligations to prevent conflicts arising from uneven profit distribution or mismanagement of brand resources. Additionally, brands can strengthen brand affinity through joint public welfare initiatives and sponsorship of aerospace events, fostering harmonious brand perceptions among consumers.

6. Summary and Outlook

This study explores the strategic application of scarcity in brand collaborations targeting high-net-worth individuals within commercial aerospace marketing contexts. Findings demonstrate that scarcity significantly influences purchasing decisions among high-net-worth consumers. Specifically, product quantity scarcity, technological uniqueness scarcity, and emotional value scarcity effectively stimulate consumption willingness. Furthermore, when selecting commercial aerospace co-branded products, high-net-worth

individuals prioritize not only product scarcity but also the integrated value proposition of brand and product attributes, providing critical insights for brand collaboration strategy development.

From a practical perspective, this study provides actionable strategic recommendations for brand co-branded marketing in commercial aerospace scenarios. First, precise target audience positioning is crucial. Brands should segment high-net-worth individuals based on their distinct needs and develop tailored marketing strategies. Second, optimizing co-branded product design is essential. Brands must effectively integrate commercial aerospace elements with their unique characteristics to enhance product uniqueness and appeal. Finally, innovative marketing communication approaches can more effectively convey the scarcity value of co-branded products. Utilizing new media platforms and aerospace events as channels can amplify brand influence and strengthen emotional resonance with consumers.

The theoretical contribution of this study lies in expanding the application of scarcity marketing theory in commercial aerospace scenarios, while providing a fresh perspective for analyzing consumption behaviors among high-net-worth individuals. The research findings not only enhance brands' understanding of the psychological needs of high-net-worth consumers but also offer scientific foundations for brand collaborations in the commercial aerospace sector, thereby advancing the integration of marketing theory and practice.

Looking ahead, the study of brand collaboration strategies remains highly promising given the rapid advancements in commercial aerospace technology and evolving market demands. Emerging technologies like virtual reality (VR) and augmented reality (AR) could create new opportunities for

designing and marketing commercial aerospace co-branded products, warranting further exploration. Meanwhile, cross-cultural marketing research in a globalized context will become a key focus. Particularly as high-net-worth individuals increasingly embrace international lifestyles, developing co-branded strategies tailored to diverse cultural consumption patterns will emerge as a critical research direction.

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