

Luxury Goods Retail - International - August 2018

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“The global luxury goods industry is going through a significant period of change. As young consumers are fast becoming key purchasers of high-end fashion, luxury houses need to adapt. This has resulted in polarised performances amongst the leading players.”
 – **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

- **The digital evolution of the luxury goods industry**
- **Exclusivity vs inclusivity – striking the right balance**
- **Ongoing pressure to up the ante on sustainability**

The global luxury market performed well in 2017 and the outlook is optimistic. Although uncertainty continues to overhang the market, the underlying demand for luxury goods remains robust. During 2017, the market was boosted by a revived demand for fashion and leather goods, alongside a shift away from wholesale towards retail in recent years.

Purchasing is now being driven by young consumers and this has resulted in major strategic changes at a number of the leading luxury houses. Going forwards, as brands look to engage a younger luxury shopper, greater investment will be placed into digital strategies and there is also likely to be an ongoing balancing act as luxury houses seek to retain exclusivity, whilst also ensuring they reach a broad demographic of consumers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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