

Luxury Goods Retail - International - August 2019

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“The global luxury goods market resisted some major headwinds in 2018, with ongoing political and economic uncertainty in a number of the key markets, as well as a decline in the population of High Net Worth Individuals. In spite of these challenges, consumer demand has remained robust and the leading players have continued to perform well.”

– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

Growth in the global luxury goods market remains robust and Mintel estimates that retail sales rose 7.8% to €299 billion in 2018, with a further 4.3% growth forecast in 2019. Political and economic uncertainty continues to loom, and there was a decline in the HNWI population, which could impact growth going forward. However, to date demand has remained resilient and the biggest luxury houses have continued to see exceptional sales growth.

Young consumers are buoying sales and helping to expand the overall value of the market. Meanwhile, growth in the online market continues to far outpace growth in the wider market, with more consumers than ever before shopping online for luxury goods. Luxury brands are responding and adjusting their strategies accordingly to engage a younger, tech-savvy generation of shoppers. Aligning with this, sustainability and customer experience have become an important focus for luxury goods brands and retailers.

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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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