

# The Luxury Consumer - US - May 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the luxury personal goods market.
- Luxury shoppers' demographic details and preferences.
- Barriers and motivations for buying luxury goods.
- Consumer sentiments around luxury ecommerce.

Sales of luxury personal goods in the US plunged in 2020 as demand for high-end apparel and accessories diminished during the pandemic. An uptick in consumer confidence will help the market recover, and luxury shoppers will reemerge ready to spend, but with new expectations for comfort and sustainability.



“The pandemic has forced consumers to re-evaluate the difference between essential and inessential spending. Luxury items fall on the inessential side and demand for designer apparel and accessories has diminished greatly. During the recovery, it will be incumbent on luxury brands to encourage shoppers to treat themselves and invest in high quality designer goods.”

– Kristen Boesel, Senior

lifestyles Analyst

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