



STRATÉGIES

14th edition

PARIS | SHANGHAI | NEW YORK



LUXURY TREND

REPORT #14 - 2023

METHODOLOGY

LUXURY TREND REPORT 2023

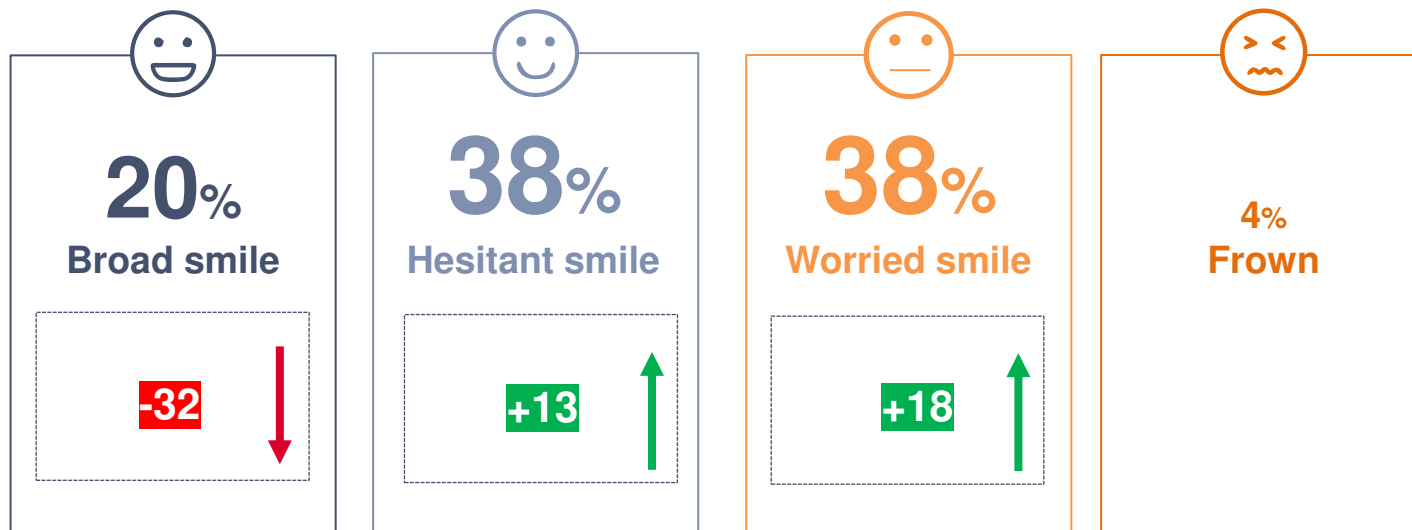
Ifop study carried out online

220 luxury professionals

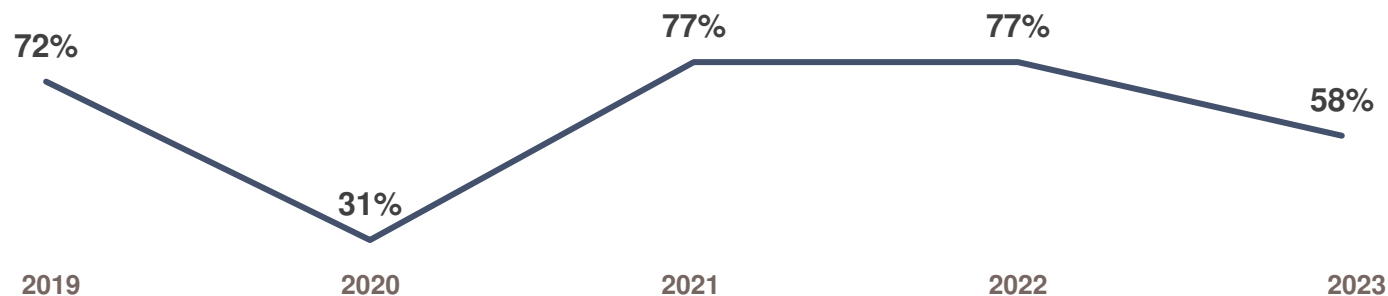
(CEOs, Brand Managers, Marketing Directors,
Consultants specialised in Luxury...)

Upon invitation from **15 to 27 November 2023**,
during the 2023 edition of the Grand Prix Stratégies du Luxe

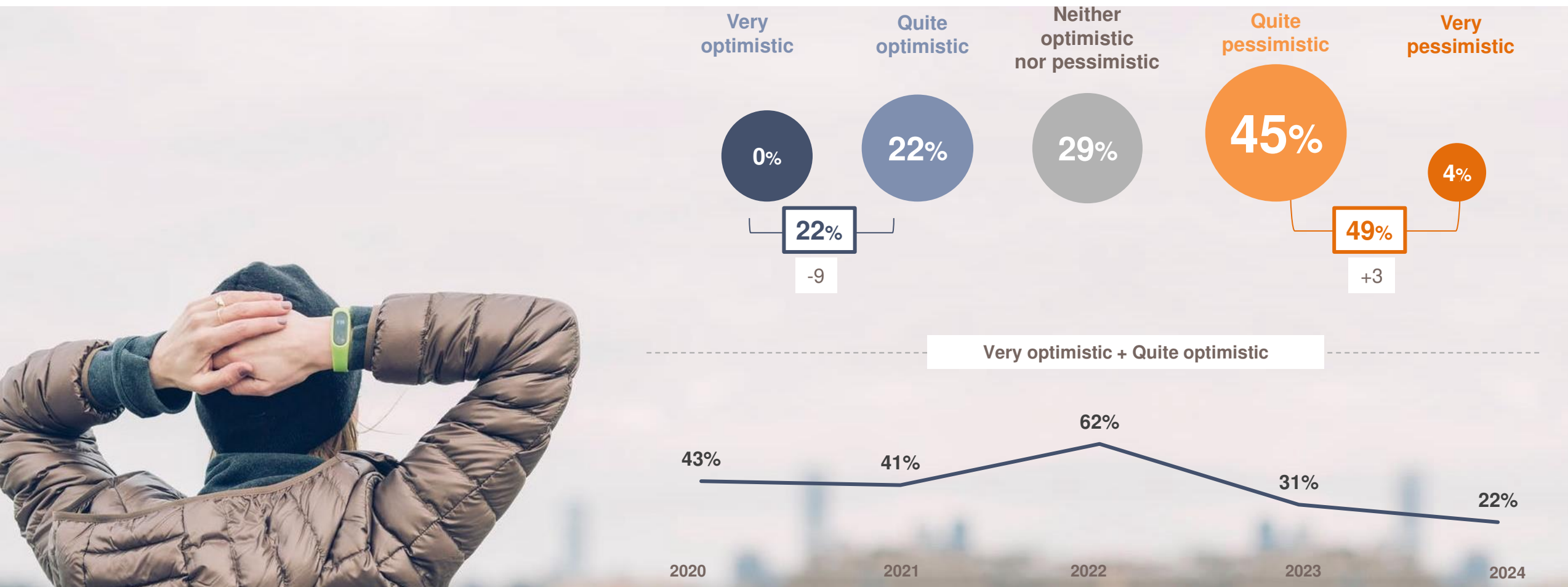
IN 2023, THE OVERALL MOOD DISPLAYS A DOWNWARD TREND



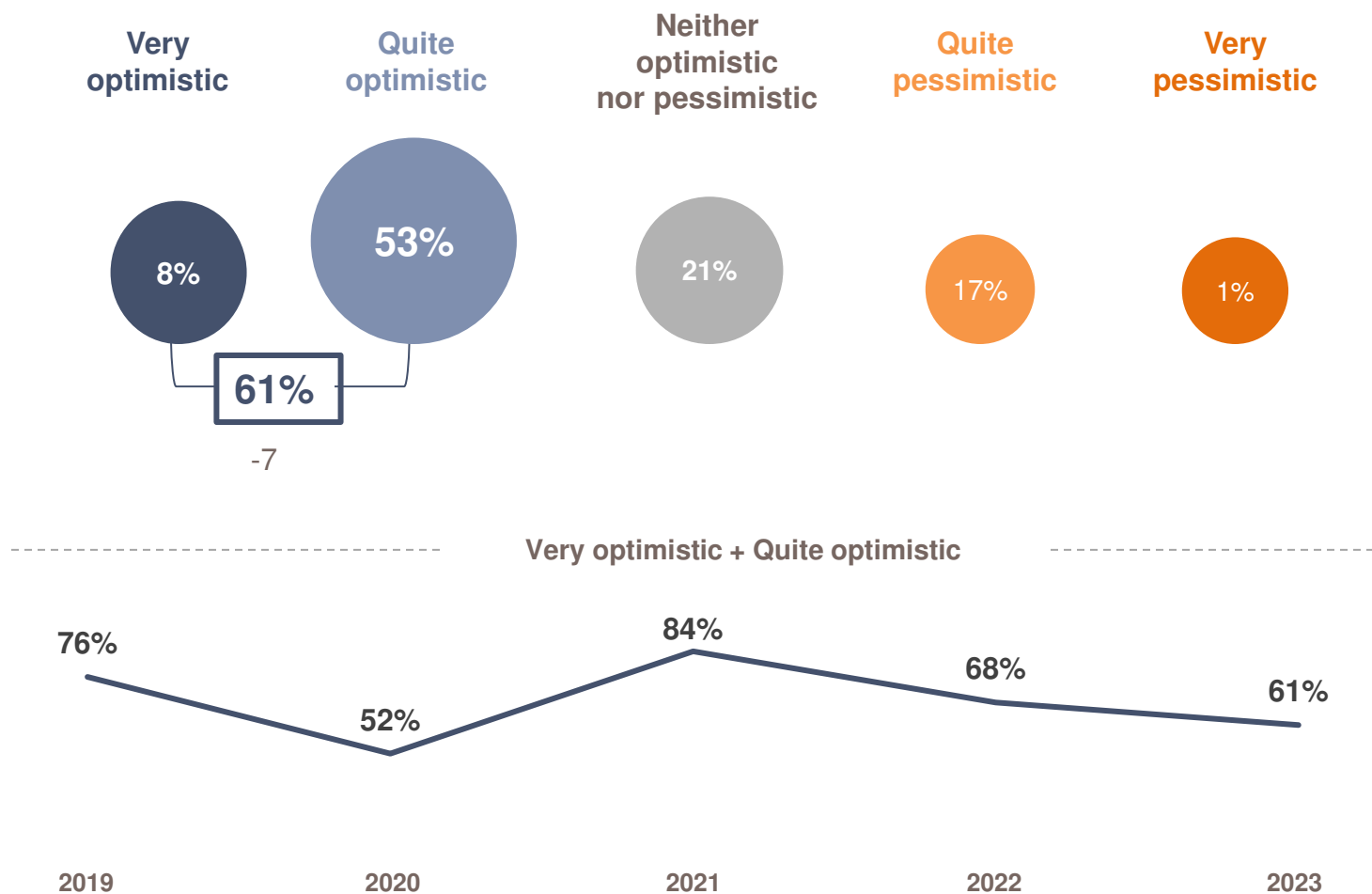
Broad smile + Hesitant smile



IN A CONTEXT WHERE THE WORLD ECONOMY IS PERCEIVED WITH INCREASING PESSIMISM



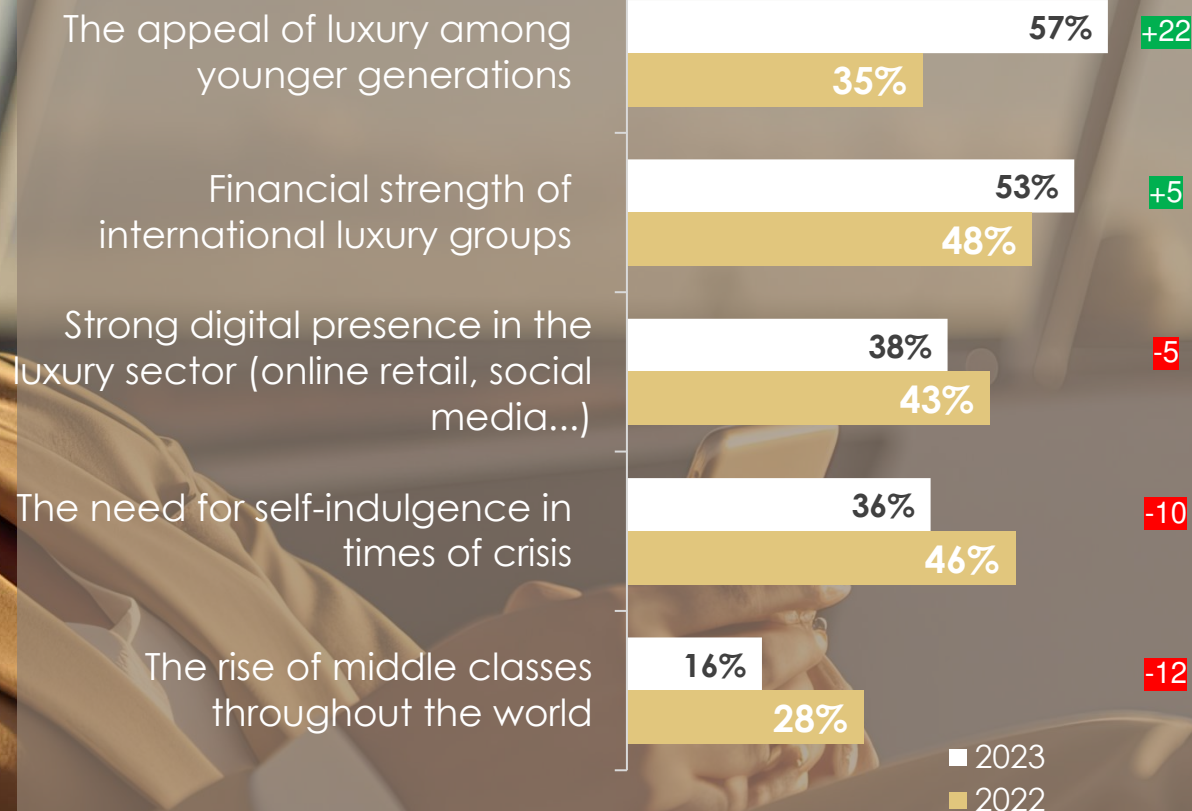
OPTIMISM IS ERODING WITH REGARD TO THE LUXURY SECTOR ALTHOUGH IT STILL MAKES UP A MAJORITY



RESILIENCE AMONG YOUNGER GENERATIONS. FALTERING SELF-INDULGENCE PURCHASES. STRUGGLING MIDDLE CLASSES.

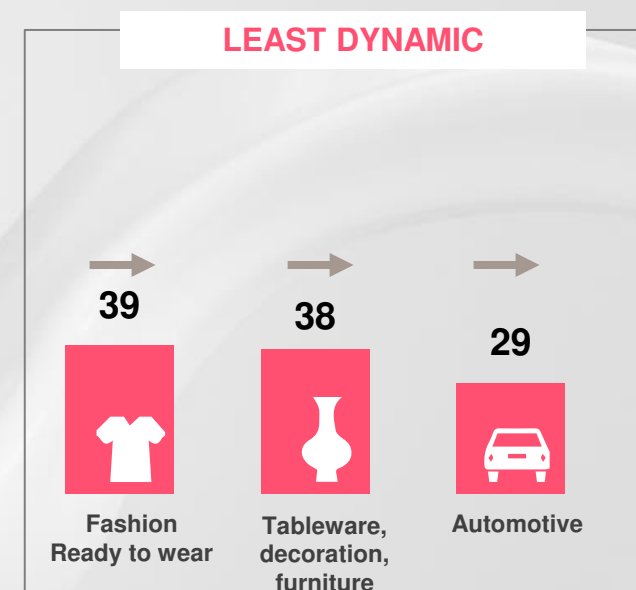
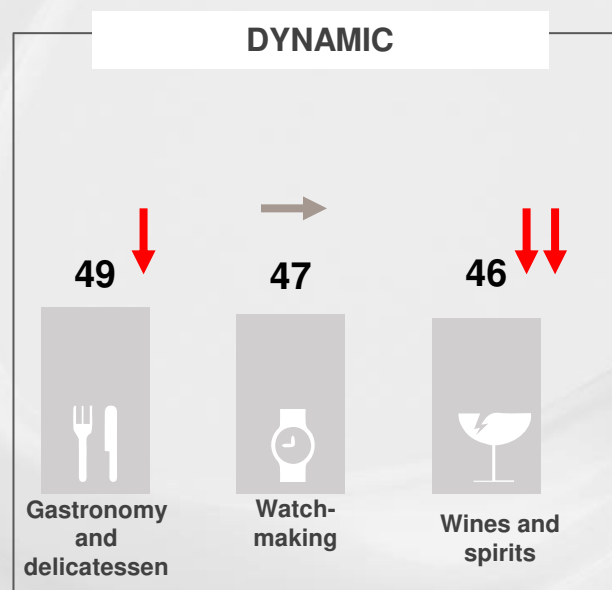
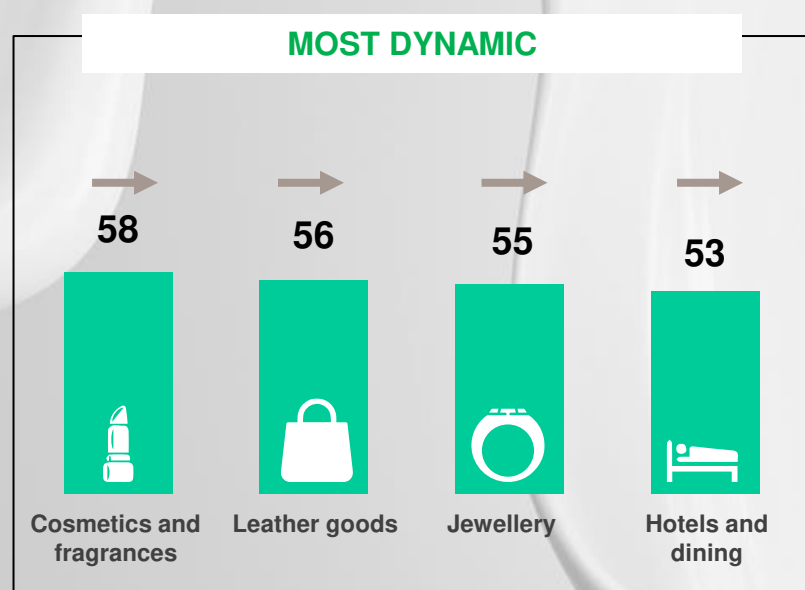


Mentioned 1st and 2nd



TRENDS ARE STABLE OVERALL FOR THE VARIOUS LUXURY CATEGORIES, WITH THE EXCEPTION OF GASTRONOMY/DELICATESSEN AND WINES/SPIRITS (DOWNWARD TREND)

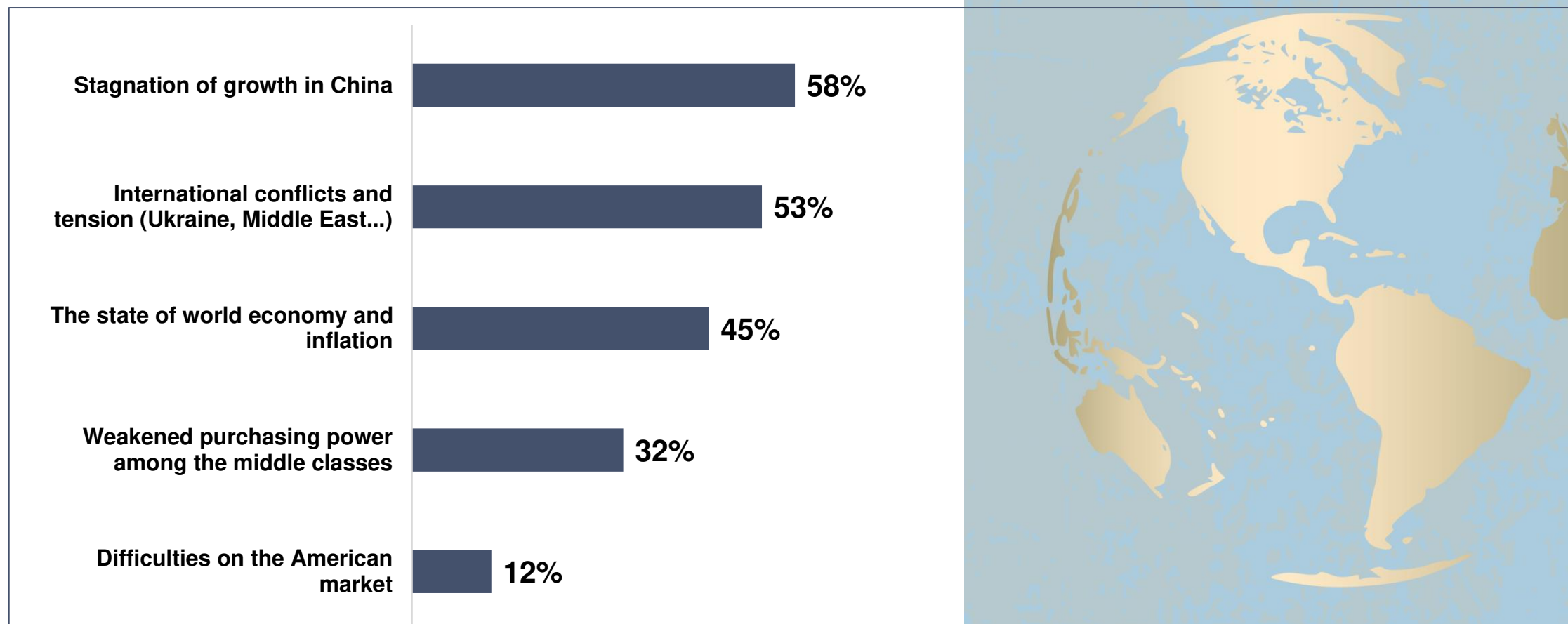
% "will develop" in the years to come



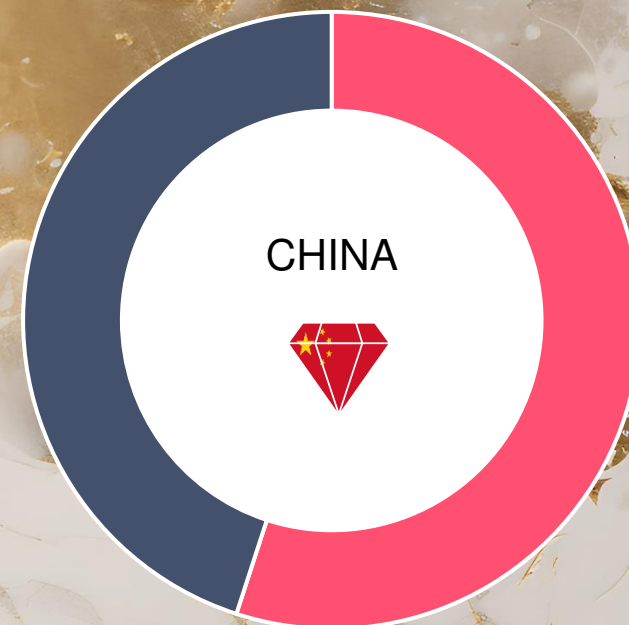
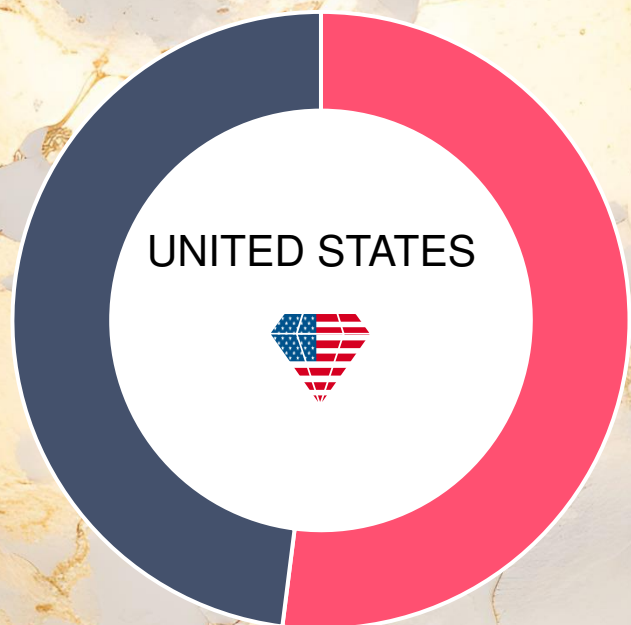
2022 57 56 57 57



SLUGGISH GROWTH IN CHINA AND INTERNATIONAL CONFLICTS ARE THE GREATEST THREATS FOR THE LUXURY SECTOR



DIVIDED OPINIONS AS TO WHETHER THE DIFFICULTIES EXPERIENCED ON MARKETS IN THE UNITED STATES AND CHINA WILL PERSIST



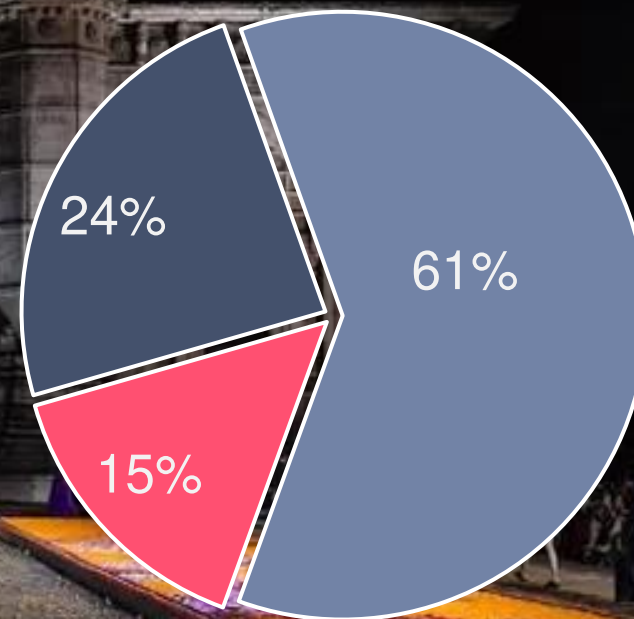
INDIA: PROMISING MARKET IN TERMS OF GROWTH

TOTALLY
AGREE 85%

Totally agree

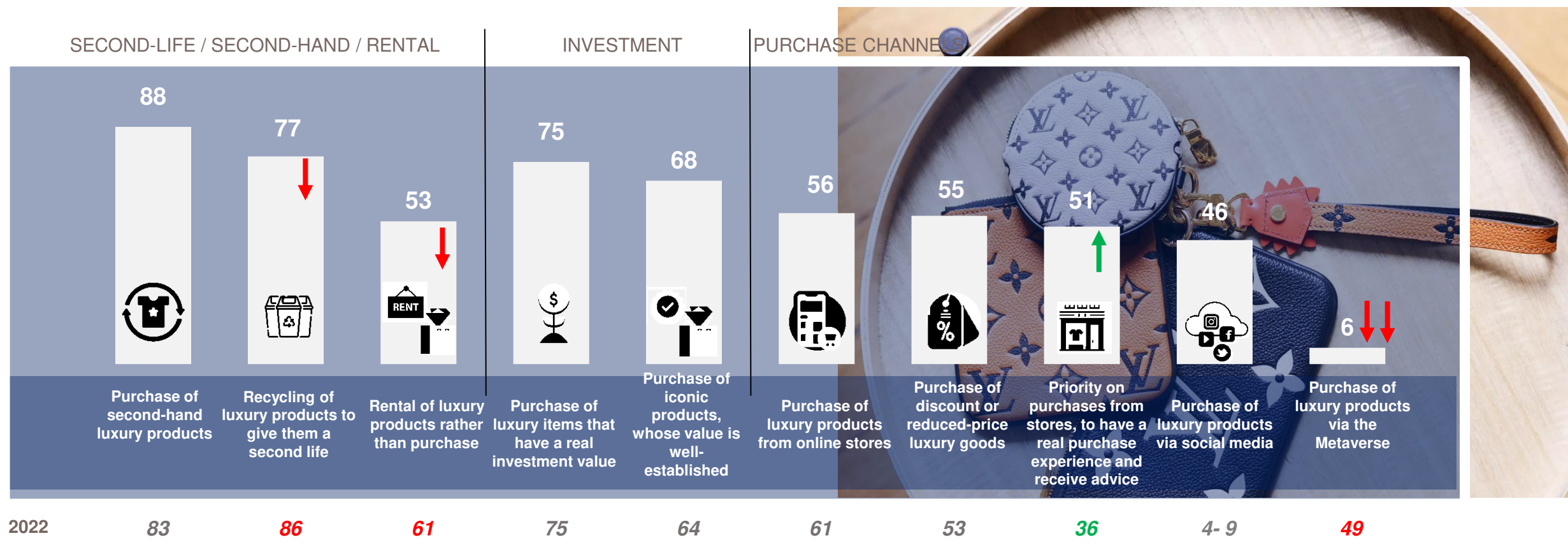
Somewhat agree

Somewhat disagree



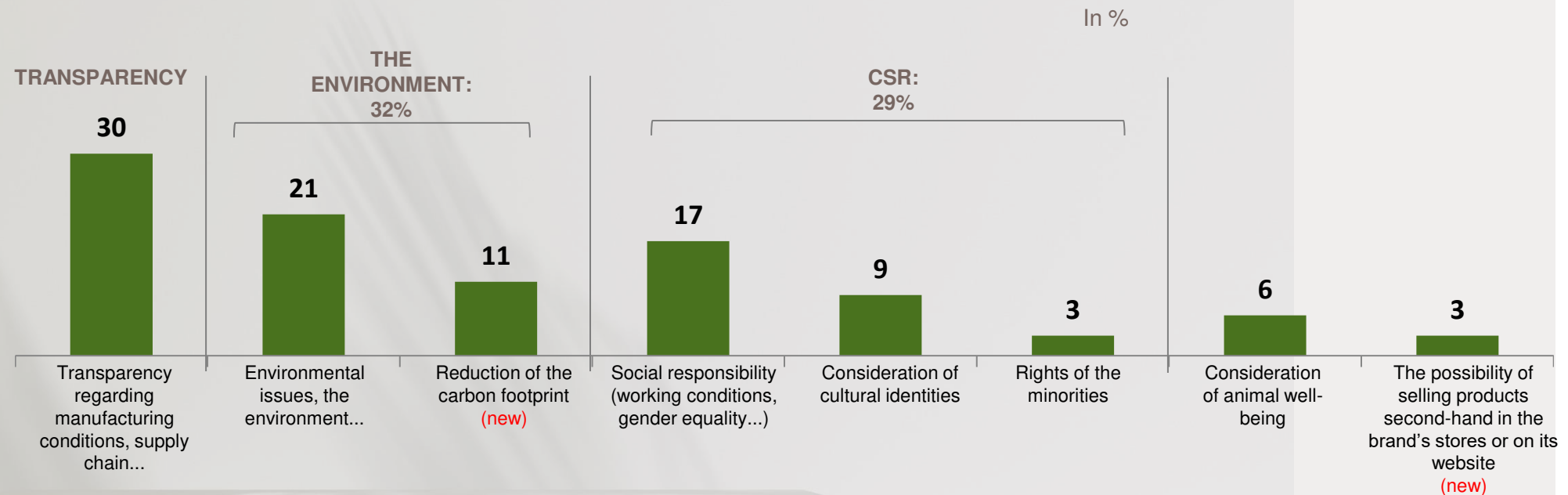
THE SECOND-HAND MARKET CONTINUES ITS RISE. STORES ARE ONCE AGAIN A MAJOR PURCHASE CHANNEL. THE METAVERSE IS COLLAPSING.

Purchase attitudes that will develop

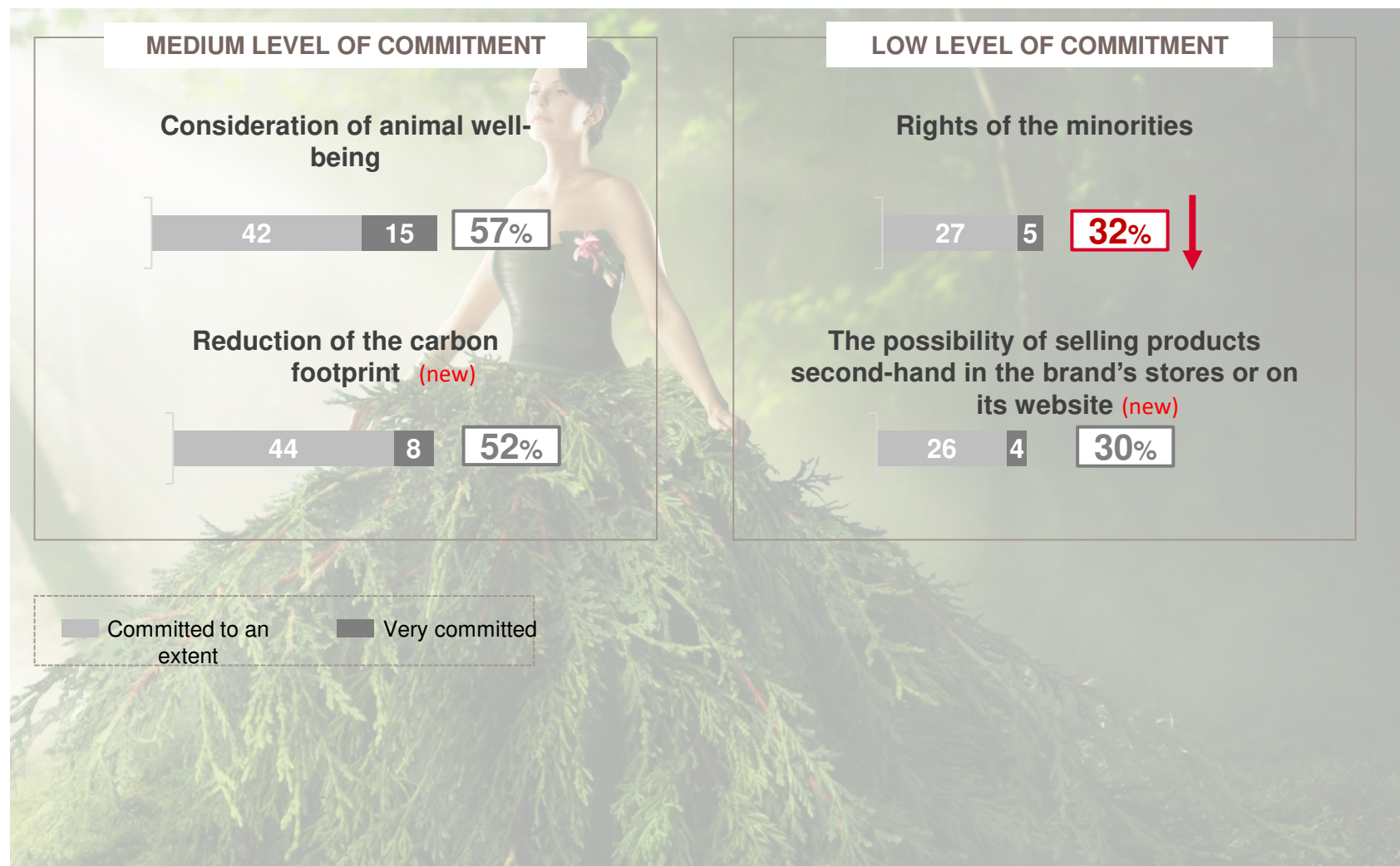
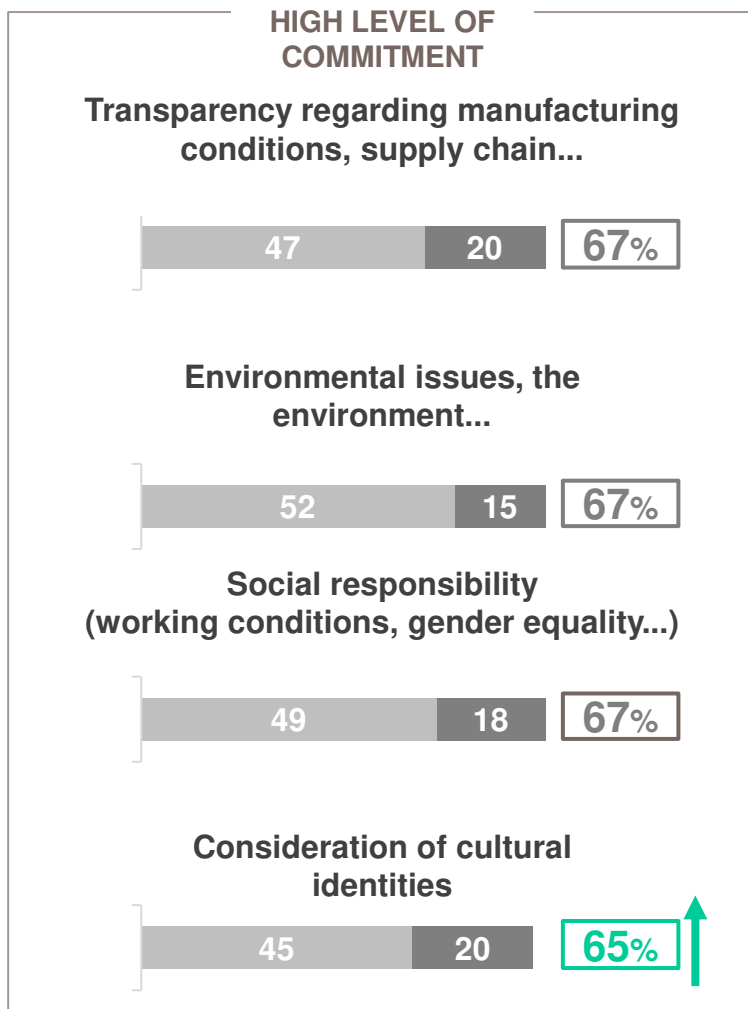


TRANSPARENCY, THE ENVIRONMENT AND CSR: PRIORITY STAKES

THE MOST IMPORTANT ISSUES
(mentioned 1st)



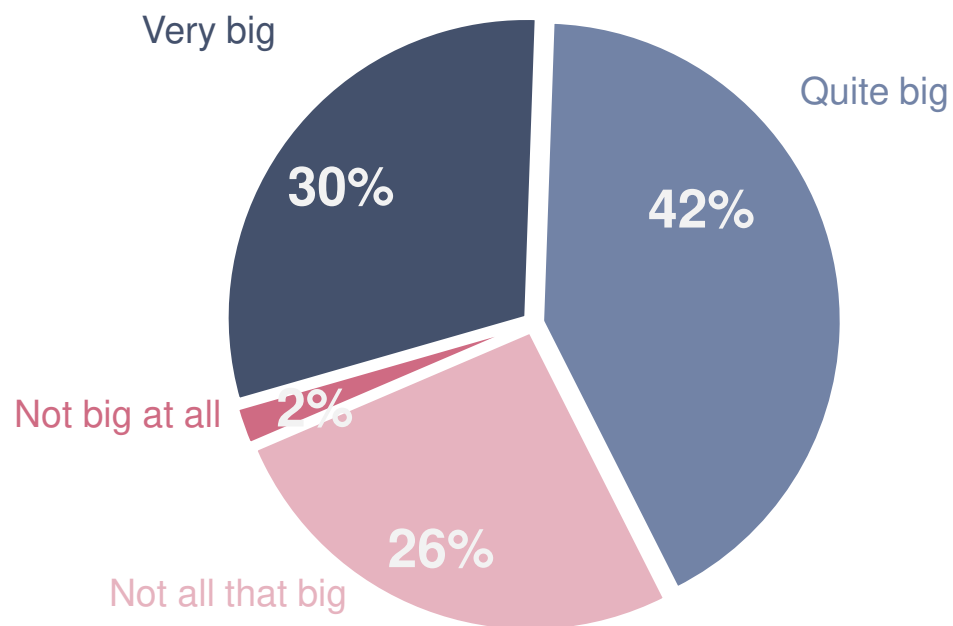
LEVELS OF COMMITMENT REMAIN STABLE.
CULTURAL IDENTITIES ARE INCREASINGLY TAKEN INTO CONSIDERATION.
DOWNWARD TREND FOR THE RIGHTS OF MINORITIES.



AI IN THE LUXURY SECTOR

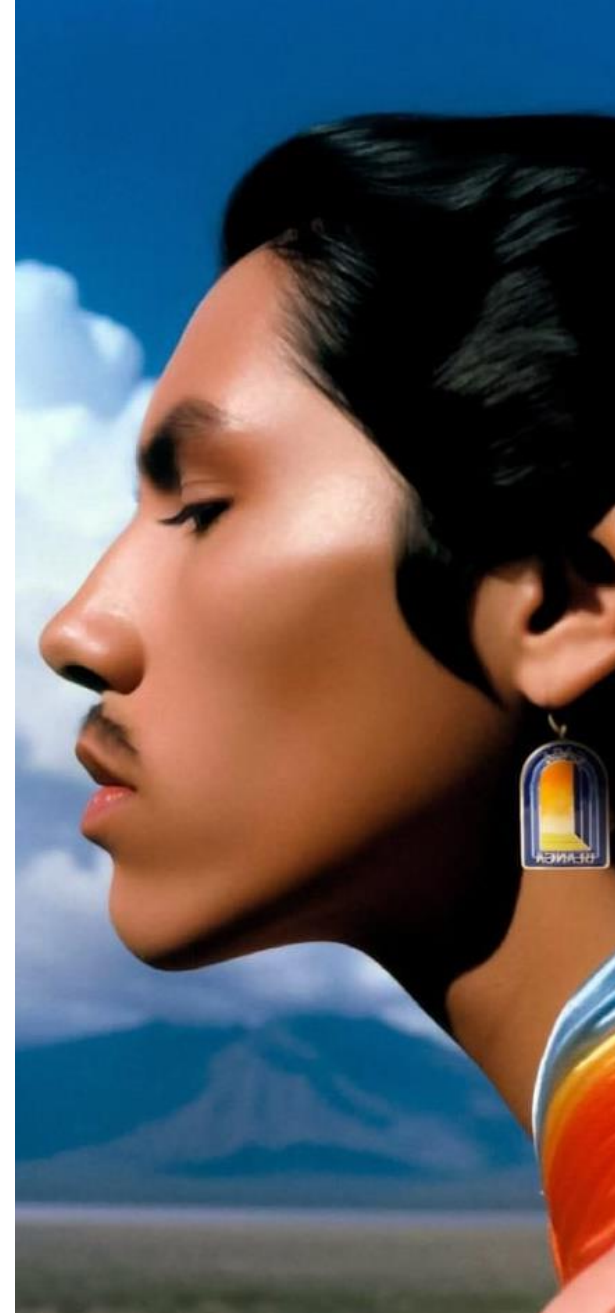
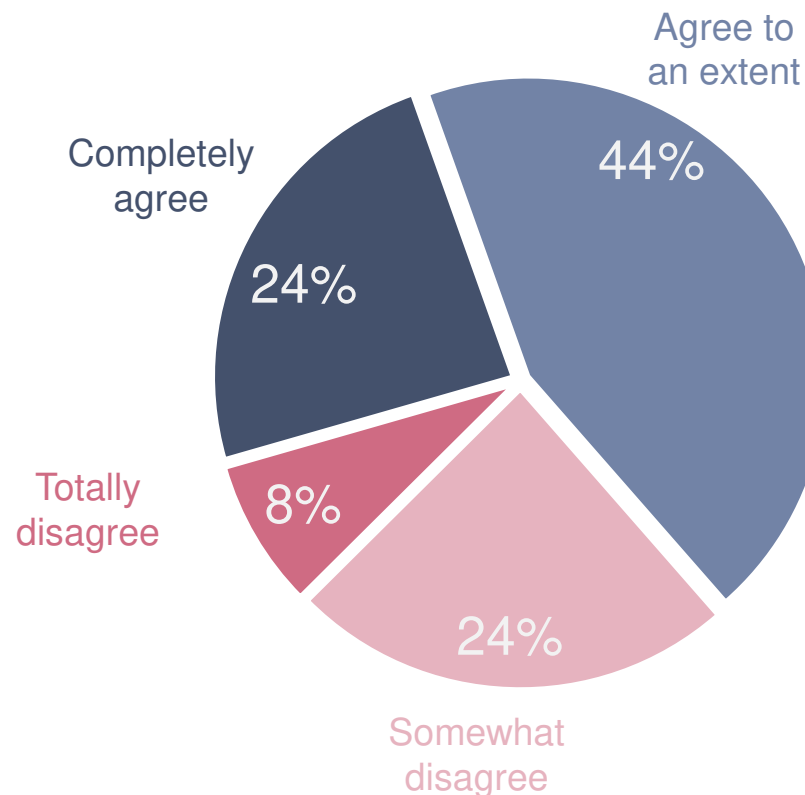
AI WILL IMPACT THE LUXURY SECTOR

TOTAL IMPORTANT **72%**



LUXURY BRANDS: PIONEERS IN THE FIELD OF AI

TOTALLY AGREE: **68%**



AI: AN ASSET IN THE FIGHT AGAINST COUNTERFEITING AND FOR FOSTERING CLOSER RELATIONS WITH CUSTOMERS IN PARTICULAR ONLINE.



■ 1st ■ Cumulated score



STÉPHANE TRUCHI
CEO of Ifop Group

MARC GICQUEL
Ifop Luxury Division Director



Luxury study leader: BRAND | INNOVATION | SERVICES | RETAIL | "AFFLUENT" TARGETS
PARIS, SHANGHAI, NEW YORK.