

# LUXURY CONSUMER – US – 2024

Wealthy consumers comprise a large base of the luxury market, but a younger, less affluent and more diverse generation is emerging, requiring brands to be agile.



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# Luxury Consumer – US – 2024

## This report looks at the following areas:

- Demographics and preferences of luxury shoppers and of affluent/high-net-worth consumers
- How consumers define and perceive luxury purchases and the concept of luxury
- Luxury purchases, including both tangible luxury goods and luxury services or experiences
- Motivations and barriers to purchasing luxury products and services
- Attitudes toward luxury and luxury purchases
- Impact of the economy on the luxury market
- Sources of information for learning about luxury products/brands
- Brand innovation and marketing activations in the luxury market



Wealthy consumers comprise a large base of the luxury market, but a younger, less affluent and more diverse generation is emerging, requiring brands to be agile.

## Overview

When defining the luxury consumer, traditional notions of an affluent shopper persist. Price remains a barrier for the average consumer, tilting the luxury consumer base toward a small percentage of wealthy shoppers.

**However, affluence and the luxury consumer are not mutually exclusive.** As wealth continues to be concentrated among older age groups, **a new luxury consumer is also emerging, one that is younger and more diverse.** This new generation will define current and future trends with a new and refreshed point of view that values self-identity, expression and cultural heritage. Although aspirational demand has softened amid inflation and economic

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pressures, this zeitgeist toward luxury favors a shifting focus on accessibility, inclusion and sustainability to expand the limits of what "luxury" means.

Looking ahead, **luxury brands will be challenged to meet the needs of both affluent traditionalists and the emerging consumer, requiring a balance between an exclusive and prestigious past and a more innovative future.** Still, while the luxury consumer may be evolving, most can agree on a high standard for luxury and an enduring legacy of high-quality products and experiences.

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# Report Content



## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

## MARKET DYNAMICS

- Market context

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- An improving economy could buoy the luxury consumer
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  - Graph 3: quarterly real GDP growth, 2020-23
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- Global market for luxury goods enjoyed a post-pandemic surge
- Americas region accounts for a quarter of global luxury sales
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- Luxury sales soften amid economic pressures

## CONSUMER INSIGHTS

### Consumer fast facts

#### Affluent/HNW and luxury consumer profiles

- The affluent/high-net-worth consumer
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- Not all luxury consumers are considered affluent
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- Gen Z and Millennials are luxury shoppers
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## INNOVATION AND MARKETING TRENDS

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- Storied Collection promotes memory-making adventures
- A unique and personalized luxury travel experience



- YaySay app finds the thrill in chasing luxury deals

## Marketing and advertising

- The Row heightens exclusivity by restricting social media coverage
- Loro Piana embraces a sense of humor with Gstaad Guy
- Brands use celebrity sightings to propel viral moments

## Opportunities

## APPENDIX

- Market definition
- Consumer research methodology
- Consumer qualitative research methodology
- Generations
- Abbreviations and terms
- Global luxury market size and forecast
- Breakdown of global market across region

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