



Euromonitor
International

Where Consumers Shop for Luxury Goods

December 2025

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WHERE CONSUMERS SHOP FOR LUXURY GOODS

Key findings

Key facts to share

STATE OF THE INDUSTRY

Luxury retail moves beyond the transactional model to storytelling and experience

Macro and climate forces continue to reshape the luxury retail landscape

Luxury spending continues its shift from goods to elevated luxury experience

Asia Pacific at the helm of luxury retail but growth tempered by China's headwinds

Wealth as a status symbol takes on new dimensions amid consumer diversification

The middle class and their aspirational spending still paramount for luxury retailers

Asia's new wealth expansion positions the region as the next frontier for luxury retail

India poised as a strategic growth market for luxury retailers thanks to wealth expansion

Cross-border shopping in flux as new tariffs and tourism trends reshape consumption

Galleries Lafayette opens its first luxury department store in India, in autumn 2025

Dolce & Gabbana takes over the San Domenico Palace in Sicily, for summer 2025

Offline retailers adopt new strategies to stay competitive amid strong e-commerce growth

OFFLINE RETAIL

Physical stores remain the cornerstone of luxury retail despite digital growth

Luxury retailers and brands continue to explore the role of their brick-and-mortar stores

Despite challenges, department stores remain leaders in personal luxury goods sales

Luxury department stores face a heightened era of disruption and rising competition

Luxury consumers continue to crave the physical aspect of in-store shopping

Physical stores became engagement hubs rather than pure transactional spaces

Retailers are trading excess inventory space for memorable experiences

The power of control in the luxury digital space leads some brands to go it alone

Selfridges rewards time spent in its stores and plans to open a private members' club

Ralph Lauren turns London's Sloane Square into a holiday pop-up with a philanthropic twist

Navigating a shifting landscape through digitalisation

A seamless shopping experience expected throughout their entire shopping journey

Elevating the online luxury shopping experience through innovation and personalisation

Social media disrupts how consumers interact with retailers through live streaming

Advanced technologies continue to transform the face of luxury retail

CONCLUSION

Luxury retail future remains optimistic, defined more by mindset than by price tag

Key emerging markets will offer luxury retailers opportunities to diversify beyond China

Retail goes beyond the boutique into third spaces and immersive shopping experiences

Experience-led channels will increasingly become the future of luxury retail

Recommendations/how to win

APPENDIX

Definitions (1/2)

Definitions (2/2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-luxury-goods/report.