



Euromonitor
International

Top Five Trends in Luxury Goods

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TOP FIVE TRENDS IN LUXURY GOODS

Our expert's view of Luxury Goods in 2024

TOP FIVE TRENDS IN LUXURY GOODS

Key findings

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Top five trends in luxury goods

Top five trends uncovered

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Redefined status symbols and deeper brand connections help grow luxury lifestyle

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Climate change proving less urgent for luxury business resilience next to other risks...

...but overcoming the value-action gap is a must for luxury companies targeting Gen Z

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LVMH and the Olympics championing inclusivity and celebrating global cultural diversity

Climate mitigation is a must for luxury as consumers demand more transparency

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Lifestyle, community, and exclusivity merge into a singular, elevated luxury experience

From biohacking to longevity, the pursuit of experience and wellness is more intentional

The new affluent tourist values luxury experiences and self-fulfilment over materialism

OMEGA opens the doors of Paris OMEGA House for 2024 Olympics

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Integrating sport, culture, food and wellbeing brings new life and opportunities to luxury

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Definitions (1/2)

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