



Euromonitor  
International

# Top Five Trends in Luxury Goods

August 2025

Table of Contents

## TOP FIVE TRENDS IN LUXURY GOODS

Our expert's view of Luxury Goods in 2025

Key findings

## INTRODUCTION

High bets on experience and lifestyle for value creation amidst volatile conditions

Top five trends in luxury goods

Top five trends uncovered

## VALUE CREATION IN LUXURY AMIDST SHIFTING MINDSETS

Luxury players must move beyond product-centric models amidst future uncertainty

Luxury brands look to align with evolving notions of value

Value-seeking luxury consumers are ever more discerning in their luxury spending

Younger consumers seek more purpose and connection as stress and anxiety rise

Price sensitivity and a rise in rational consumption leads to a redirection in spending

Selfridges Unlocked redefines loyalty and engagement through lifestyle and experience

Louis Vuitton turns an everyday accessible indulgence into a branded luxury experience

Going beyond heritage to create value in a fast-changing purpose-driven ecosystem

## NEW CHAPTER IN THE LUXURY EXPERIENCE ECONOMY

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

How experiences are rewriting luxury's playbook where emotion translates to equity

From luxury goods to good times: The global pivot to experiential value

Jo Malone's strategic shift from fragrances to spirits leveraging strength in storytelling

Tesla's 24/7 Diner heralds the dawn of a new chapter in luxury EV culture and lifestyle

Designing the 360° luxury experience in the age of luxury experientialism

## TRANSFORMING STRATEGY THROUGH GENAI IN LUXURY

Using GenAI to drive customer-centricity and revolutionise the shopping experience

Harnessing GenAI to conquer emerging markets amidst global economic turbulence

Luxury needs to invest more in greener sourcing, energy and shorter supply chains

Prada makes real-time changes to marketing campaigns based on immediate feedback

Zalando adds AI fashion assistant to enable consumers to shop by occasion

GenAI has potential to transform luxury amidst uncertainty and growing innovation

## THE RISE OF LIFESTYLE-CENTRIC LUXURY

Luxury integrates home and lifestyle elements to enhance the brand experience

Consumers prioritise health and wellness amidst turmoil and uncertainty,

Global wealth surge in 60+ demographic underscores new values in the lifestyle sector

Evolution of private luxury member clubs: From status and prestige to purpose

Vuori partners with leading fitness instructor and boutique studio to expand into UK

Blurring of wellness, lifestyle and hospitality pushes hotels into quasi third space retail

Shaping the future of lifestyle-centric luxury

## LEADING THE WAY IN CLIMATE-POSITIVE LUXURY

Climate-consciousness in luxury is emerging as a new symbol of status and expectation

Values-driven luxury for personal and planet-positive impact

Rising value of nature, visual harmony and spatial wellness as true elevated living

Rewilding Apennines: From sustainable to net-positive and nature-positive

Red Sea Global has the aim to protect biodiversity for conservation

Belmond's Britannic Explorer underscores sustainable slow luxury travel

Sustainable value creation in luxury: Key to resilience and competitive strength

## CONCLUSION

Future implications

Opportunities for growth

## 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.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/top-five-trends-in-luxury-goods/report](http://www.euromonitor.com/top-five-trends-in-luxury-goods/report).