



Competitor Strategies in Luxury Goods

March 2024

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Luxury market continues to show relative resilience amid a new economic reality

Performance across different categories continues to exhibit mixed results

Luxury competitors grapple with persistent pressure on discretionary spending

Luxury players remain cautious with only two out of seven regions at pre-pandemic levels

Competitive landscape to be boosted by number of affluent consumers in emerging markets

Five out of the top 10 global economies will be emerging markets

Expansion into new territories continues to drive leading players' long-term strategies

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Global powerhouse LVMH increases share of wallet across the luxury industry

Leading luxury players continue to show resilience amid unprecedented disruption

LVMH, Kering, Richemont and Chanel all outperform the industry

M&A activity brings some of the biggest names in luxury and fashion together

Acquisition of Tiffany & Co boosts LVMH Moët Hennessy Louis Vuitton SA's ranking

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LVMH-owned Celine brand makes foray into luxury colour cosmetics

Luxury department store Liberty elevates brand experiences with its new Fragrance Lounge

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More luxury companies bring the re-sell model in-house

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The Mulberry Exchange buy back programme goes from strength to strength

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Key strategies in the luxury goods industry

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Definitions

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