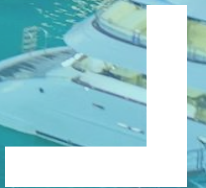


MARCH 2024

# Hot Topics for Luxury

Going Into 2024

NBCUniversal



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*Click on a tile  
to jump to that topic*



Mapping the Global  
Luxury Shift



Luxury Gets  
in Touch



A Focus on the  
Ultra-Wealthy



The Age of  
Experience



Evolving  
Media Mix





# Mapping the Global Luxury Shift

**What's Happening:** In 2023, the U.S. took the lead in its share of the luxury goods market, surpassing China, while India became a market to watch.

**Why To Watch:** Expect luxury brands to place more emphasis on the U.S. vs. prior years and adjust their media and messaging strategies to cater to regional nuances.

The global personal luxury goods market is estimated to have reached

# \$387B

in 2023, +4% YoY<sup>1</sup>



LVMH and Kering have cited **tourists** as a key driver of increased sales in the first half of 2023<sup>2</sup>



## U.S. takes the lead

America's share of the luxury goods market increased to **~30%** in 2023, +8 percentage points YoY, with China dropping to **~22%** share<sup>3</sup>



## India gains momentum

The number of UHNWIs in India grew 11x in the last decade, and their luxury market is expected to **more than triple** by 2030<sup>4</sup>



## Luxury Gets in Touch

**What's Happening:** Luxury brands are finding meaningful ways to connect with people via innovative storytelling and strategic collaborations to maintain their relevance with today's cultural trends.

**Why To Watch:** Expect luxury brands to continue putting themselves at the forefront of culture with creative executions and storytelling.

## People are at the core of Culture

*"In the past, the product was a way to define your status. Today, the product is becoming a memory of a moment. Your target is not the wallet anymore. It is the **heart of the people**."*

- Silvio Campara, CEO of Golden Goose<sup>1</sup>



### Back to Their Roots

Brands adapt to micro & macro cultural shifts while staying true to their heritage



**Dior's** new designs break from tradition while remaining committed to empowering women<sup>2</sup>

**Guerlain's** "Women for Bees" is an entrepreneur program for women that aligns with its commitment to nature<sup>2</sup>



### All-Star Collaborations

Luxury brands leverage global athletic partnerships for cultural relevance



**LVMH** signed Paralympic champion Pauline Déroutède, showing dedication to diversity<sup>3</sup>

**Tag Heuer** teamed up with Letsile Tebogo, the youngest African athlete to compete in track & field since 1972<sup>4</sup>





## A Focus on the Ultra-Wealthy

### What's Happening:

With aspirational consumers pulling back spending, high-end brands are focusing more on the ultra-wealthy. As this group represents a small share of the luxury market, competition for their dollars is growing.

**Why To Watch:** Expect brands to appeal to the ultra-wealthy in the short-term, while recapturing aspirational and emerging luxury consumers, who will return to spending in the future.

Luxury prices are increasing rapidly,  
while aspirational consumers are being priced out

+25% → -20%

Increase of luxury prices since 2019<sup>1</sup>

Decrease in luxury spending YoY amongst aspirational consumers (\$40K-\$100K spending bracket)<sup>2</sup>

The top 5% of luxury clients

now account for more than

~40%

of sales for most luxury goods brands<sup>3</sup>

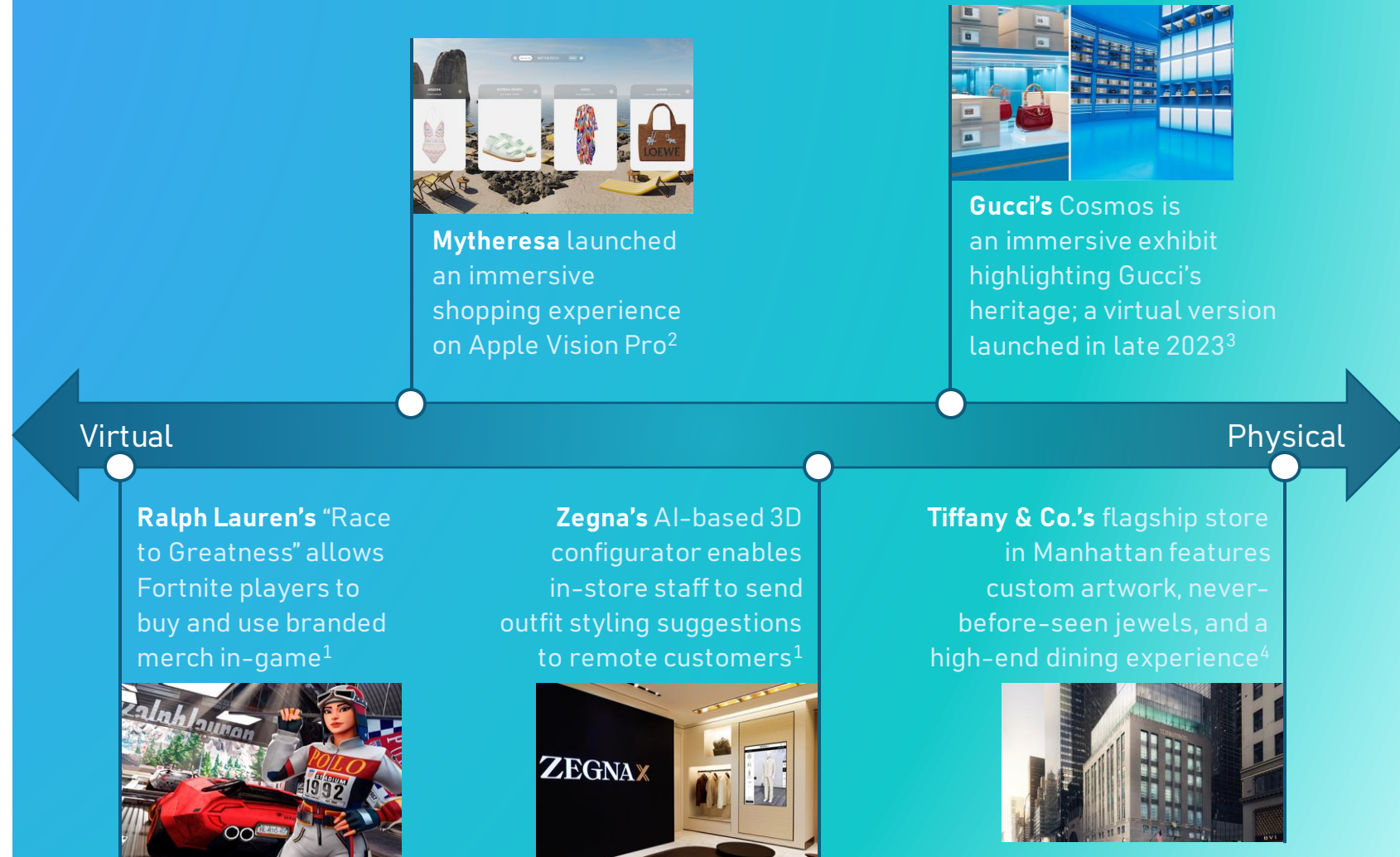




# The Age of Experience

**What's Happening:** As luxury brands cater to the ultra-wealthy and engage audiences, they are creating innovative and immersive experiences, both physically and virtually, that elevate their brands.

**Why To Watch:** Expect luxury brands to continue uncovering new ways to differentiate themselves, building real connections with consumers and creating shareable, memorable content as they embrace a curated lifestyle.





## Evolving Media Mix

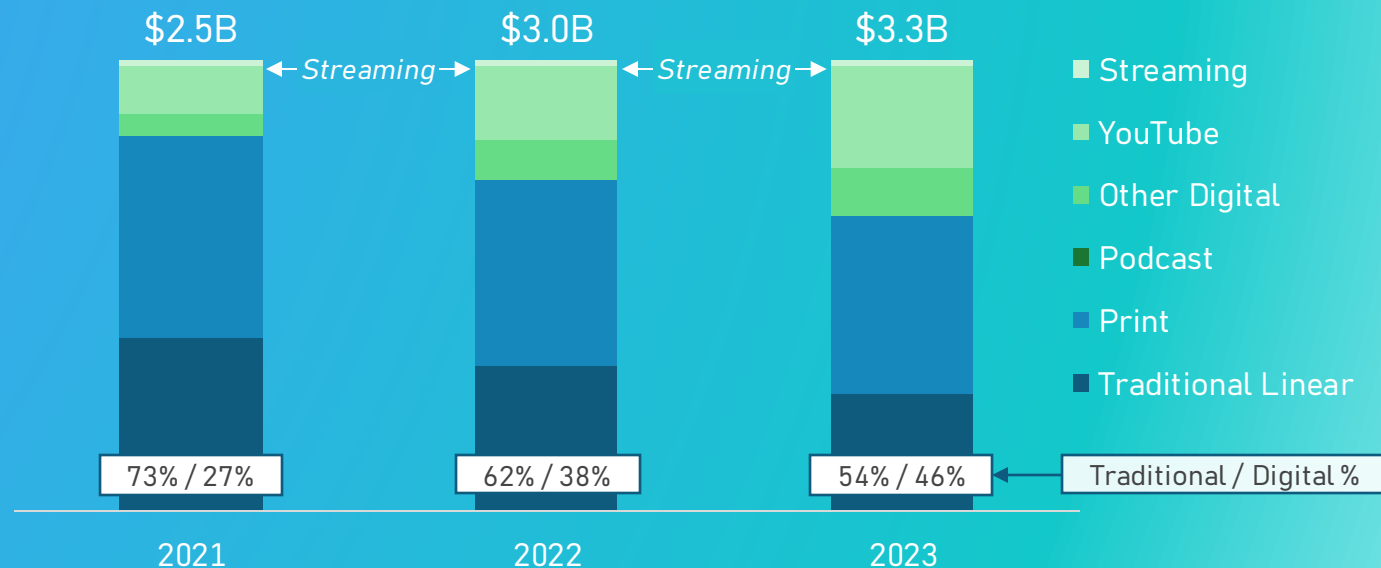
**What's Happening:** Digital video continues to steal share from traditional linear and print, as luxury brands evolve with consumer behavior. However, investment in streaming lags behind audience adoption.<sup>1</sup>

**Why To Watch:** Expect luxury brands to continue to grow their digital presence and expand into streaming to ensure they are reaching consumers where they are.

Sources: 1. MRI-Simmons Cord Evolution Study, Nov 2020-Nov 2023, audience notes below; 2. MediaRadar, luxury brands only, includes auto category

## Luxury Industry Media Mix

2021-2023<sup>2</sup>



## Top Channels

By Luxury Level<sup>2</sup>

Affordable Luxury



YouTube 39%  
Social 22%

Core Luxury



Print 40%  
Linear 26%

Superpremium



Print 61%  
Social 17%

Ultra High End



Print 84%

## Based On These Dynamics, We See Key Opportunities

### 01. Tell Your Unique Brand Story

Align with NBCU's trusted & quality content to share your story, elicit emotion and foster credibility



Peacock has **95K+** content hours across a variety of genres and programming<sup>1</sup>

### 02. Tap Into Luxury Buyer Interests

Put your brand at the forefront of micro & macro culture by integrating with content luxury audiences lean into across Sports, Live Events, News, and more



**53%** of the luxury audience say they like to stream live sports<sup>2</sup>

### 03. Leverage Data To Build Connections

Zero in on luxury audiences across screens by using a data-led approach to understand their attitudes, motivations, and behaviors



**57%** of clients are now activating on strategic audiences in 2023<sup>1</sup>

### 04. Invite Audiences Into The Brand Through Ad Innovations

Connect with luxury audiences via NBCU's ad innovations to create engaging experiences that generate curiosity and drive discovery



Peacock engagement ads see a **+59%** total interaction rate<sup>3</sup>

# Making Our Luxury Insights Work For You

Content For Future Discussion & Strategic Long-term Planning

## Trends

Industry Assessment, Hot Topics, Inflation & the Multicultural Shopper, Understanding Multicultural Consumers, Gen AI Implications for Luxury

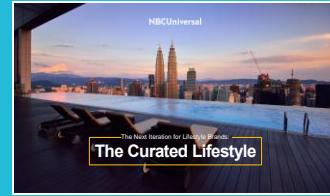


**Coming Soon!**  
Quarterly  
Category Updates

**Coming Soon!**  
Luxury & Streaming  
Refresh

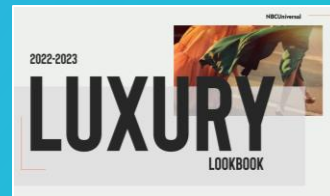
## Thought Leadership

Luxury and Fandom, The Curated Lifestyle, Gen Z: An Exploration of What Creates Connection



## Opportunity Areas

Luxury Lookbook, Luxury & Apple News



**Coming Soon!**  
Luxury Auto

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