

## Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Especially in China, we expect 2014 and 2015 to be years of lower demand for ostentation and greater demand for niche, discreet luxury brands.”  
– Hilary Monk, Senior Retail Analyst

This report looks at the following areas:

- Out-of-country shopping: how big is it and what are the implications?
- Why is online bigger than might be expected?
- Ostentatious luxury in decline?
- How big have brands' own stores become?

Luxury goods are unusual in the retail context in that there is growing vertical integration in the sector. But more than that it is the products and brands that are luxury, rather than the retailers. The major luxury groups are taking a greater control of their retail outlets and the practice of wholesaling and licensing is very much in decline.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Introduction

Definitions

Report scope

Mintel market sizes

Defining luxury goods

Geographical breakdown

Technical notes

Financial definitions

Exchange rates

Figure 1: US Dollar to Euro annual average exchange rates, 2009-13

Abbreviations and terminology

### Executive Summary

Market size and forecast

Figure 2: Luxury goods market size and forecast (Excl. VAT), 2009-19

Regions and countries

Figure 3: Regional share of the luxury goods market, 2007-13

Figure 4: Luxury goods market: Estimated top ten market sizes, at reported revenues\*, 2012 and 2013

Segmentation by product

Figure 5: Luxury goods market split by product category, % share, 2009 and 2013

Figure 6: Sales by product category in selected luxury markets, % share, 2013

Market shares

Figure 7: Leading luxury houses: Estimated market shares, % share, 2012 and 2013

Figure 8: Leading luxury brands: Estimated market shares, (%), 2012 and 2013

The consumer: Who buys luxury goods

Figure 9: Those who had bought luxury in the last 18 months, by country, May 2014

The consumer: Where they buy

Figure 10: Where they bought luxury goods, by country, purchases in-store in home country, May 2014

Figure 11: Where they bought luxury goods, by country, purchases in-store abroad, May 2014

Luxury online

Figure 12: Where they bought luxury goods online, by country, May 2014

The consumer: What products they buy

Figure 13: What they bought in last 18 months, by country, May 2014

The consumer: What brands they own and know

Figure 14: Ownership, by brand and by country, May 2014

What we think

### Issues and Insights

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Out-of-country shopping: how big is it and what are the implications?

The facts

The implications

Online is bigger than might be expected

The facts

The implications

Ostentatious luxury in decline?

The facts

The implications

How big have brands' own stores become?

The facts

The implications

## Trend Application

Trend: Transumers

Trend: Why Buy

Mintel Futures: Generation Next

## Market Size and Forecast

Key points

A recovery year

The market size

Figure 15: Luxury goods market size and forecast (Excl VAT), 2009-19

## Market Drivers

Key points

What are luxury goods?

The who, when, why and where of buying luxury goods

Wealthy individuals

Figure 16: Numbers and share of wealth of HNWIs, 2013

Growth in numbers

Figure 17: Numbers of HNWIs, 2007-13

Figure 18: Wealth of HNWIs, 2008-13

Figure 19: Average wealth of HNWIs, 2003-13

Economic background

Stock markets

Figure 20: Leading international stock exchanges, equity performance 2009-13

Currency

Figure 21: Leading international currency exchange rates, 2002-14

Tourism

Figure 22: International inbound tourism, 2000-13

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Luxury Market – A Regional View

### Key points

#### Regional analysis

#### Market size by region

Figure 23: Luxury goods markets, 2009-13

Figure 24: Regional share of the luxury goods market, 2007-13

#### Country market sizes

#### HNWIs and spending by region

Figure 25: Share of HNWIs and luxury market sales, by region, 2013

#### HNWIs and spending by country

Figure 26: Top 10 countries in the luxury market, by sales, 2009-13

Figure 27: Country shares of the global luxury market, 2009-13

#### Americas

Figure 28: The Americas: Leading luxury goods markets, 2009-13

Figure 29: Leading American luxury markets' share of all luxury spending in the Americas, 2009-13

#### Asia-Pacific

Figure 30: Asia-Pacific region: Leading luxury goods markets, 2009-13

Figure 31: Leading Asia-Pacific luxury markets' share of all luxury spending in the region, 2009-13

#### Europe

Figure 32: Europe region: Leading luxury goods markets, 2009-13

Figure 33: Leading European luxury markets' share of all luxury spending in Europe, 2009-13

## Luxury Market – Segment Performance

### Key points

#### Fashion and leather goods

#### Market size

Figure 34: Global luxury market: fashion and leather goods sales, 2009-13

#### Market share

Figure 35: Leading 10 operators' % share of global luxury fashion and leather goods market, 2012 and 2013

#### Watches and jewellery

#### Market size

Figure 36: Global luxury market: Jewellery and watches sales, 2009-13

#### Market share

Figure 37: Leading ten operators' % share of global luxury watches and jewellery goods market, 2012 and 2013

#### Perfume and cosmetics

#### Market size

Figure 38: Global luxury market: Perfumes and cosmetics sales, 2009-13

#### Market shares

Figure 39: Leading ten operators' % share of global luxury perfumes and cosmetics goods market, 2012 and 2013

#### Country analysis

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 40: Sales by product in selected luxury markets, 2013

## The Consumer – Who Buys Luxury Goods

### Key points

#### What we asked

#### Technical note

#### China's love of luxury

#### Italians and Spanish are Europe's greatest aficionados

Figure 41: Those who had bought luxury in the last 18 months, by country, May 2014

#### Men and women equally important

Figure 42: Those who had bought luxury in last 18 months, by country and by gender, May 2014

#### Age patterns more varied

Figure 43: Those who had bought luxury in last 18 months by country and by age, May 2014

#### Women aged 30-49 are key consumers in China

Figure 44: Those who had bought luxury in China in last 18 months, by age, May 2014

Figure 45: Those who had bought luxury in China in last 18 months, by gender and age, May 2014

#### Affluence is a key driver in mainland Europe

Figure 46: Those who had bought luxury in last 18 months in Spain, Italy, France and Germany, by household income, May 2014

#### And elsewhere

Figure 47: Those who had bought luxury in last 18 months in UK, USA and China, by household income, May 2014

## The Consumer – Where They Buy

### Key points

#### What we asked

#### Technical note

#### Multinational and multi-channel

Figure 48: Where they bought luxury goods by country, May 2014

#### Leading channels

Figure 49: First and second ranked channels where they bought, by country, may 2014

#### Luxury online

Figure 50: Where they bought luxury goods online, by country, May 2014

#### Who buys where

##### China

Figure 51: China: Where they shop for luxury in China, by age and affluence

##### France

Figure 52: France: Where they shop for luxury in France, by age and affluence

##### Germany

Figure 53: Germany: Where they shop for luxury in Germany, by age and affluence

##### Italy

Figure 54: Italy: Where they shop for luxury in Italy, by age and affluence

##### Spain

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 55: Spain: Where they shop for luxury in Spain, by age and affluence

UK

Figure 56: UK: Where they shop for luxury in the UK, by age and affluence

US

Figure 57: US: Where they shop for luxury in US, by age and affluence

## The Consumer – What Products They Buy

Key points

What we asked

Technical note

**Beauty is most popular purchase in four countries**

Figure 58: What they bought in last 18 months, by country, May 2014

**Apparel and footwear dominates in most markets**

Figure 59: What they bought in last 18 months, by country, May 2014

**Clothing and footwear**

Figure 60: Luxury clothing and footwear bought in last 18 months, by country, May 2014

Figure 61: Luxury footwear bought in Italy in the last 18 months, by gender, May 2014

Figure 62: Luxury menswear bought in France and the UK, by gender of purchaser, May 2014

**Fashion accessories, luggage, bags and other leather goods**

Figure 63: Luxury fashion accessories, luggage, bags and other leather goods bought in last 18 months, by country, May 2014

**Watches and jewellery**

Figure 64: Luxury watches and jewellery bought in last 18 months, by country, May 2014

**Beauty, writing instruments/accessories, and other small items/gifts**

Figure 65: Luxury writing instrument/accessories, beauty and other small items/gifts bought in last 18 months, by country, May 2014

Figure 66: Luxury cosmetics, fragrances and skincare bought in last 18 months, by country and gender, May 2014

## The Consumer – What Brands They Own and Know

Key points

What we asked

Technical note

**Ownership of 'any' selected brand by country**

**Ownership highest in Italy, Spain and the US**

Figure 67: Ownership or desire to own levels of 'any' selected luxury brand, by country, May 2014

**More 25-34 year-olds own luxury brands in the US and the UK**

Figure 68: UK and US: Ownership levels of 'any' selected luxury brand, by age, May 2014

**Different global preferences**

Figure 69: Ownership, by brand and by country, May 2014

**Chanel and Christian Dior most popular brands**

**What brands they own and know by country**

**China: high ownership and desirability**

Figure 70: China: Ownership and awareness of select leading luxury brands, May 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## France: comparatively low ownership

Figure 71: France: Ownership and awareness of select leading luxury brands, May 2014

## Germany: low ownership and appetite

Figure 72: Germany: Ownership and awareness of select leading luxury brands, May 2014

## Italy: Italians love affair with luxury

Figure 73: Italy: Ownership and awareness of select leading luxury brands, May 2014

## Spain

Figure 74: Spain: Ownership and awareness of select leading luxury brands, May 2014

## UK

Figure 75: UK: Ownership and awareness of select leading luxury brands, May 2014

## US

Figure 76: US: Ownership and awareness of select leading luxury brands, May 2014

## Who's Innovating?

### Key points

New immersive retail concept for fragrance connoisseurs

Sephora's 'techno experience beauty store'

Pradasphere

Thomas Pink extends its 'Personally Pink' service to airport customers

Personalised online luxury shopping with enhanced search function

Online luxury gift shopping service

.luxury

Louis Vuitton's three-floor Selfridges concession

Karl Lagerfeld's cutting-edge London store

Luxury jeweller's in-store customised ring iPad app

Designer pop up store accepts Tweets instead of cash

Louis Vuitton's video bloggers

LXR&Co's app that tailors the shopping experience to the specific customer

## Online

### Key points

The market

The outlook

Figure 77: Silk accessories on Hermès.com, July 2014

The brands online

Figure 78: Major luxury brands: Number of national, transactional websites, 2013 and 2014

Major luxury pureplays

The consumer: shopping online

Figure 79: The consumer: Percentage of luxury-goods shoppers buying luxury goods online in the last 18 months, May 2014

Figure 80: The consumer: Percentage of luxury-goods shoppers buying luxury goods online in the last 18 months, by type of retailer website, May 2014

Website visitor data – UK

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 81: UK: Leading retail jewellery/luxury goods sites, by unique visitor numbers, June 2014

## Company Metrics

### Company revenues

#### Revenues by leading companies

Figure 82: Leading luxury companies, by net revenues, 2011-13

#### Revenue growth rates

Figure 83: Leading luxury companies: CAGR in revenues, 2009-13

#### Product revenue mix

Figure 84: Leading luxury companies: Sales mix, by product group, 2013

#### Asia-Pacific revenue

Figure 85: Selected luxury companies: Percentage of revenues deriving from Asia-Pacific region, 2012 and 2013

Figure 86: Total luxury sales growth in the Asia-Pacific region, 2009-13

#### Retail contribution to revenues

Figure 87: Selected luxury goods retailers, estimated percentage of group revenues deriving from direct retailing, 2012 and 2013

#### Store numbers

Figure 88: Leading luxury retailers, store numbers, 2013

#### Brand ownership

Figure 89: Brand ownership, by leading luxury companies, 2014

#### Swiss watchmakers output

Figure 90: % share of all COSC certificates accounted for, by leading Swiss-watch brands, 2012 and 2013

Figure 91: Number of Swiss watch certificates issued by the COSC, 2012 and 2013

Figure 92: Number of Swiss watch certificates issued by the COSC, three leading brands, 2009-13

## Market Shares

### Leading operators

Figure 93: Global luxury goods market: The Leading 20 operators' market shares, 2012 and 2013

Figure 94: Global luxury goods market: The leading 10 operators' % market shares, 2012 and 2013

### Brand sales and market shares

#### The world's top brands: Louis Vuitton thought to see sales decline in 2013

Figure 95: Leading luxury brands: Estimated net sales, 2011-13

#### Brand shares

Figure 96: Leading luxury brands: Estimated market shares, 2011-13

## Giorgio Armani

### What we think

Spanning premium to luxury

Two-pronged strategy continues

Hit by the slowdown

But margins continue to grow

Online early and with scale

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Company background

Company performance

Figure 97: Giorgio Armani: Group financial performance, 2009-13

E-commerce

## Burberry Group

What we think

Beauty an integral part of the business

Online fits well with stores

Prospects

Company background

Company performance

Figure 98: Burberry Group Plc: Group financial performance, 2009/10-2013/14

Figure 99: Burberry Group Plc: Outlet data, 2009/10-2013/14

E-commerce

## Christian Dior Couture

What we think

New concept being rolled out

Using communication channels to good effect

But failing to benefit from e-commerce

Designer sneakers create a different look

Maintaining interest in the Asian market

Company background

Company performance

Figure 100: Christian Dior Couture: Group financial performance, 2009-2013/14

E-commerce

## Coach

What we think

Falling revenues

Restructuring plan to reverse declining domestic sales

Shuttering stores in North America, opening stores in China

From bag brand to lifestyle brand

Reinforcing the brand's luxury tag

Company background

Company performance

Figure 101: Coach: Group financial performance, 2008/09-2013/14

Figure 102: Coach: Net sales, by region, 2010/11-2012/13

Figure 103: Coach: Sales breakdown, by product, 2010/11-2012/13

Figure 104: Coach: North America retail and factory stores, 2010/11-2012/13

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 105: Coach: International directly-operated locations, 2010/11-2012/13

Figure 106: Coach: International wholesale locations at which Coach products are sold, 2010/11-2012/13

E-commerce

## Estée Lauder Companies

What we think

Focus on prestige but a diverse brand portfolio

Well established in emerging markets

Broad spread of distribution channels, but travel retail, online and own stores growing most

Multi-channel

Company background

Company performance

Figure 107: Estée Lauder Companies: Group financial performance, 2008/09-2013/14

Figure 108: Estée Lauder Companies: Group financial performance, by region, 2008/09-2012/13

Figure 109: Estée Lauder Companies: Group financial performance, by product area, 2008/09-2012/13

Figure 110: Estée Lauder Companies: Net sales, by distribution channel, 2008/09-2012/13

E-commerce

## Hermès

What we think

Ultra-luxury pitch keeps Hermès resilient

Ongoing expansion in Asia

The LVMH issue

Company background

Company performance

Figure 111: Hermès: Financial performance, 2008-13

Figure 112: Hermès: Sales, by product category, 2011-13

E-commerce

## Kering Luxury

What we think

Strong performance

Taking control of distribution

Figure 113: Kering Luxury – Retail outlets, 2013

Online

Prospects

Company background

Company performance

Figure 114: Kering Luxury: Financial performance, 2009-13

Figure 115: Kering Luxury: Breakdown of revenue, by product category and by region, 2009-13

Gucci

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 116: Gucci: Breakdown of revenue, by product category and by region, 2009-13

## Bottega Veneta

Figure 117: Bottega Veneta: Breakdown of revenue, by product category and by region, 2009-13

## Yves Saint Laurent

Figure 118: Yves Saint Laurent: Breakdown of revenue, by product category and by region, 2009-13

## Other brands

## E-commerce

## L'Oréal Luxe

### What we think

Strongest growing segment in L'Oréal Group in 2013

Many strengths position it well for future sales and profit growth

Selected strategic acquisitions trading well

### Outlook

### Company background

### Company performance

Figure 119: L'Oréal Group: Net revenues, by division, 2009-13

Figure 120: L'Oréal Luxe: Financial performance, 2009-13

Figure 121: L'Oréal Luxe: Sales, by region and product area, 2010-13

## E-commerce

## LVMH – Moët Hennessy-Louis Vuitton

### What we think

#### Economic upturn

Figure 122: LVMH – Share of sales, by region, 2008-13

### Online

The problems of maturity

### Company background

### Company performance

Figure 123: LVMH: Group financial performance, 2009-13

Figure 124: LVMH: Distribution of revenues, by region, 2009-13

Figure 125: LVMH: Distribution of segment revenues, by region, 2010-13

Figure 126: LVMH, outlet portfolio, December 2013

## E-commerce

## Prada Group

### What we think

Concerns over faltering brand appeal are premature

Building on menswear sales momentum

Developing Miu Miu into a luxury lifestyle brand

Investing in stores and craftsmanship

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Company background

### Company performance

Figure 127: Prada: Group financial performance, 2009/10-2013/14

Figure 128: Prada: Group net revenue breakdown, by channel, 2010/11-2013/14

Figure 129: Prada: Group net revenue breakdown, by region, 2010/11-2013/14

Figure 130: Prada: Group net revenue breakdown, by product line

## E-commerce

### Ralph Lauren Corporation

#### What we think

A strong growth story

Weak internationally compared to its peers

Focus on expanding higher end luxury brands

...and expanding online

#### Company background

#### Company performance

Figure 131: Ralph Lauren: Group financial performance, 2009/10-2013/14

Figure 132: Ralph Lauren: Revenue contributions, by segment, 2009/10-2013/14

Figure 133: Ralph Lauren: Turnover, by region, 2009/10-2013/14

## E-commerce

### Richemont

#### What we think

Online is patchy

Where next

#### Company background

#### Company performance

Figure 134: Richemont: Group financial performance, 2009/10-2013/14

Figure 135: Richemont: Revenues, by region, 2009/10-2013/14

Figure 136: Richemont: Revenues, by category, 2009/10-2013/14

Figure 137: Richemont: Revenues, by category, 2009/10-2013/14

## E-commerce

### Shiseido

#### What we think

A business in need of reform

Crisis in the domestic business

International business

Outlook

#### Company background

#### Company performance

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 138: Shiseido: Group financial performance, 2009/10-2013/14

Figure 139: Shiseido: Sales split, domestic vs overseas, 2009/10-2013/14

Figure 140: Shiseido revenues, by region, 2009/10-2013/14

E-commerce

## Swatch Group – Luxury

What we think

2013

A mix of businesses

No online presence

Prospects

Company background

Company performance

Figure 141: Swatch: Group financial performance, 2009-13

Figure 142: Swatch Group: Estimated luxury revenues, 2010-13

Figure 143: Swatch Group: Watches and jewellery segment performance, 2009-13

Figure 144: Swatch Group: Net sales, by region, 2009-13

E-commerce

## Tiffany & Co.

What we think

Outcome of arbitration vs Swatch

Sales soar in Asia-Pacific and emerging markets

Top end clearly leading the way

Margins hit by arbitration expense

Broad appeal but focusing on brand values

Online significant but steady

Company background

Company performance

Figure 145: Tiffany & Co.: Group financial performance, 2009/10-2013/14

Figure 146: Tiffany & Co: Sales growth, by region, 2013/14

Figure 147: Tiffany & Co: Outlet data, 2009/10-2013/14

E-commerce

## Tod's Group

What we think

As demand falls at home, Tods is looking internationally for growth

Higher end more resilient

But can it expand beyond footwear?

Company background

Company performance

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 148: Tod's Group: Financial performance, 2009-13

Figure 149: Tod's Group: Sales, by region, 2013

Figure 150: Tod's Group: Sales, by region, 2012-13

Figure 151: Tod's Group: Sales, by product type, 2013

Figure 152: Tod's Group: Sales by product type, 2012-13

Figure 153: Tod's Group: Sales by brand, 2013

Figure 154: Tod's Group: Sales, by brand, 2012-13

## E-commerce

### Appendix – Broader Market Environment

Figure 155: Selected luxury goods markets: € to currencies of markets in this report, 2009-13

Figure 156: Selected luxury goods markets: \$ to currencies of markets in this report, 2009-13

Figure 157: Population, 2009-13

Figure 158: Gross domestic product: annual % change at constant prices, 2007-13

Figure 159: Consumer price indices: Annual % change, 2009-13

### Appendix – UK Consumer Data

#### Who Buys Luxury

Figure 160: Luxury shopping done in the past 18 months, by demographics, May 2014

#### What they buy

Figure 161: Most popular luxury branded items bought in the past 18 months, by demographics, May 2014

Figure 162: Next most popular luxury branded items bought in the past 18 months, by demographics, May 2014

Figure 163: Other luxury branded items bought in the past 18 months, by demographics, May 2014

#### Where They Buy

Figure 164: Locations where luxury branded items were bought, by demographics, May 2014

Figure 165: Locations where luxury branded items were bought, by demographics, May 2014

Figure 166: locations where luxury branded items were bought - bought in the UK , by demographics, May 2014

Figure 167: Locations where luxury branded items were bought – bought in another country, by demographics, May 2014

#### What Brands They Own and Know

Figure 168: Ownership of luxury branded products – Louis Vuitton, by demographics, May 2014

Figure 169: Ownership of luxury branded products – Gucci, by demographics, May 2014

Figure 170: Ownership of luxury branded products – Mont Blanc, by demographics, May 2014

Figure 171: Ownership of luxury branded products – Chanel, by demographics, May 2014

Figure 172: Ownership of luxury branded products – Hermès, by demographics, May 2014

Figure 173: Ownership of luxury branded products – Prada, by demographics, May 2014

Figure 174: Ownership of luxury branded products – Omega, by demographics, May 2014

Figure 175: Ownership of luxury branded products – Burberry, by demographics, May 2014

Figure 176: Ownership of luxury branded products – Tiffany, by demographics, May 2014

Figure 177: Ownership of luxury branded products – Dolce & Gabbana, by demographics, May 2014

Figure 178: Ownership of luxury branded products – Christian Dior, by demographics, May 2014

Figure 179: Ownership of luxury branded products – Rolex, by demographics, May 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Appendix – France Consumer Data

#### Who Buys Luxury

Figure 180: Luxury shopping done in the past 18 months, by demographics, France, May 2014

#### What They Buy

Figure 181: Most popular luxury branded items bought in the past 18 months, by demographics, France, May 2014

Figure 182: Next most popular luxury branded items bought in the past 18 months, by demographics, France, May 2014

Figure 183: Other luxury branded items bought in the past 18 months, by demographics, France, May 2014

#### Where They Buy Luxury

Figure 184: locations where luxury branded items were bought, by demographics, France, May 2014

Figure 185: locations where luxury branded items were bought, by demographics, France, May 2014

Figure 186: Locations where luxury branded items were bought – bought in France, by demographics, France, May 2014

Figure 187: Locations where luxury branded items were bought – bought in another country, by demographics, France, May 2014

#### What Brands They Own and Know

Figure 188: Ownership of luxury branded products – Louis Vuitton, by demographics, France, May 2014

Figure 189: Ownership of luxury branded products – Gucci, by demographics, France, May 2014

Figure 190: Ownership of luxury branded products – Mont Blanc, by demographics, France, May 2014

Figure 191: Ownership of luxury branded products – Chanel, by demographics, France, May 2014

Figure 192: Ownership of luxury branded products – Hermès, by demographics, France, May 2014

Figure 193: Ownership of luxury branded products – Prada, by demographics, France, May 2014

Figure 194: Ownership of luxury branded products – Omega, by demographics, France, May 2014

Figure 195: Ownership of luxury branded products – Burberry, by demographics, France, May 2014

Figure 196: Ownership of luxury branded products – Tiffany, by demographics, France, May 2014

Figure 197: Ownership of luxury branded products – Dolce & Gabbana, by demographics, France, May 2014

Figure 198: Ownership of luxury branded products – Christian Dior, by demographics, France, May 2014

Figure 199: Ownership of luxury branded products – Rolex, by demographics, France, May 2014

### Appendix – Germany Consumer Data

#### Who Buys Luxury

Figure 200: Luxury shopping done in the past 18 months, by demographics, Germany, May 2014

#### What They Buy

Figure 201: Most popular luxury branded items bought in the past 18 months, by demographics, Germany, May 2014

Figure 202: Next most popular luxury branded items bought in the past 18 months, by demographics, Germany, May 2014

Figure 203: Other luxury branded items bought in the past 18 months, by demographics, Germany, May 2014

#### Where They Buy Luxury

Figure 204: Locations where luxury branded items were bought, by demographics, Germany, May 2014

Figure 205: locations where luxury branded items were bought, by demographics, Germany, May 2014

Figure 206: locations where luxury branded items were bought – bought in Germany, by demographics, Germany, May 2014

Figure 207: locations where luxury branded items were bought – bought abroad, by demographics, Germany, May 2014

#### What Brands They Own and Know

Figure 208: Ownership of luxury branded products – Louis Vuitton, by demographics, Germany, May 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 209: Ownership of luxury branded products – Gucci, by demographics, Germany, May 2014
- Figure 210: Ownership of luxury branded products – Mont Blanc, by demographics, Germany, May 2014
- Figure 211: Ownership of luxury branded products – Chanel, by demographics, Germany, May 2014
- Figure 212: Ownership of luxury branded products – Hermès, by demographics, Germany, May 2014
- Figure 213: Ownership of luxury branded products – Prada, by demographics, Germany, May 2014
- Figure 214: Ownership of luxury branded products – Omega, by demographics, Germany, May 2014
- Figure 215: Ownership of luxury branded products – Burberry, by demographics, Germany, May 2014
- Figure 216: Ownership of luxury branded products – Tiffany, by demographics, Germany, May 2014
- Figure 217: Ownership of luxury branded products – Dolce & Gabbana, by demographics, Germany, May 2014
- Figure 218: Ownership of luxury branded products – Christian Dior, by demographics, Germany, May 2014
- Figure 219: Ownership of luxury branded products – Rolex, by demographics, Germany, May 2014

## Appendix – Spain Consumer Data

### Who Buys Luxury

Figure 220: Luxury shopping done in the past 18 months, by demographics, Spain, May 2014

### What They Buy

Figure 221: Most popular luxury branded items bought in the past 18 months, by demographics, Spain, May 2014

Figure 222: Next most popular luxury branded items bought in the past 18 months, by demographics, Spain, May 2014

Figure 223: Other luxury branded items bought in the past 18 months, by demographics, Spain, May 2014

### Where They Buy Luxury

Figure 224: locations where luxury branded items were bought, by demographics, Spain, May 2014

Figure 225: Locations where luxury branded items were bought, by demographics, Spain, May 2014

Figure 226: locations where luxury branded items were bought – bought in Spain, by demographics, Spain, May 2014

Figure 227: Locations where luxury branded items were bought – bought abroad, by demographics, Spain, May 2014

### What Brands They Own and Know

Figure 228: Ownership of luxury branded products – Louis Vuitton, by demographics, Spain, May 2014

Figure 229: Ownership of luxury branded products – Gucci, by demographics, Spain, May 2014

Figure 230: Ownership of luxury branded products – Mont Blanc, by demographics, Spain, May 2014

Figure 231: Ownership of luxury branded products – Chanel, by demographics, Spain, May 2014

Figure 232: Ownership of luxury branded products – Hermès, by demographics, Spain, May 2014

Figure 233: Ownership of luxury branded products – Prada, by demographics, Spain, May 2014

Figure 234: Ownership of luxury branded products – Omega, by demographics, Spain, May 2014

Figure 235: Ownership of luxury branded products – Burberry, by demographics, Spain, May 2014

Figure 236: Ownership of luxury branded products – Tiffany, by demographics, Spain, May 2014

Figure 237: Ownership of luxury branded products – Dolce & Gabbana, by demographics, Spain, May 2014

Figure 238: Ownership of luxury branded products – Christian Dior, by demographics, Spain, May 2014

Figure 239: Ownership of luxury branded products – Rolex, by demographics, Spain, May 2014

## Appendix – Italy Consumer Data

### Who Buys Luxury

Figure 240: Luxury shopping done in the past 18 months, by demographics, Italy, May 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## What They Buy

Figure 241: Most popular luxury branded items bought in the past 18 months, by demographics, Italy, May 2014

Figure 242: Next most popular luxury branded items bought in the past 18 months, by demographics, Italy, May 2014

Figure 243: Other luxury branded items bought in the past 18 months, by demographics, Italy, May 2014

## Where They Buy Luxury

Figure 244: Locations where luxury branded items were bought, by demographics, Italy, May 2014

Figure 245: Locations where luxury branded items were bought, by demographics, Italy, May 2014

Figure 246: Locations where luxury branded items were bought – bought in Italy, by demographics, Italy, May 2014

Figure 247: Locations where luxury branded items were bought – bought abroad, by demographics, Italy, May 2014

## What Brands They Own and Know

Figure 248: Ownership of luxury branded products – Louis Vuitton, by demographics, Italy, May 2014

Figure 249: Ownership of luxury branded products – Gucci, by demographics, Italy, May 2014

Figure 250: Ownership of luxury branded products – Mont Blanc, by demographics, Italy, May 2014

Figure 251: Ownership of luxury branded products – Chanel, by demographics, Italy, May 2014

Figure 252: Ownership of luxury branded products – Hermès, by demographics, Italy, May 2014

Figure 253: Ownership of luxury branded products – Prada, by demographics, Italy, May 2014

Figure 254: Ownership of luxury branded products – Omega, by demographics, Italy, May 2014

Figure 255: Ownership of luxury branded products – Burberry, by demographics, Italy, May 2014

Figure 256: Ownership of luxury branded products – Tiffany, by demographics, Italy, May 2014

Figure 257: Ownership of luxury branded products – Dolce & Gabbana, by demographics, Italy, May 2014

Figure 258: Ownership of luxury branded products – Christian Dior, by demographics, Italy, May 2014

Figure 259: Ownership of luxury branded products – Rolex, by demographics, Italy, May 2014

## Appendix – China Consumer Data

### Who Buys Luxury

Figure 260: Luxury shopping done in the past 18 months, by demographics, May 2014

### What Products They Buy

Figure 261: Most popular luxury branded items bought in the past 18 months, by demographics, May 2014

Figure 262: Next most popular luxury branded items bought in the past 18 months, by demographics, May 2014

Figure 263: Other luxury branded items bought in the past 18 months, by demographics, May 2014

### Where They Buy Luxury

Figure 264: Most popular locations where luxury branded items were bought – Nets, by demographics, May 2014

Figure 265: Next most popular locations where luxury branded items were bought – Nets, by demographics, May 2014

Figure 266: Locations where luxury branded items were bought – Bought online, by demographics, May 2014

Figure 267: Locations where luxury branded items were bought – Bought in China, by demographics, May 2014

Figure 268: Locations where luxury branded items were bought – Bought in another country, by demographics, May 2014

### What Brands They Own and Know

Figure 269: Ownership of luxury branded products – Louis Vuitton, by demographics, May 2014

Figure 270: Ownership of luxury branded products – Gucci, by demographics, May 2014

Figure 271: Ownership of luxury branded products – Mont Blanc, by demographics, May 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Luxury Goods Retailing - International - August 2014

Report Price: £1995.00 | \$3230.80 | €2534.27

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 272: Ownership of luxury branded products – Chanel, by demographics, May 2014
- Figure 273: Ownership of luxury branded products – Hermès, by demographics, May 2014
- Figure 274: Ownership of luxury branded products – Prada, by demographics, May 2014
- Figure 275: Ownership of luxury branded products – Omega, by demographics, May 2014
- Figure 276: Ownership of luxury branded products – Burberry, by demographics, May 2014
- Figure 277: Ownership of luxury branded products – Tiffany, by demographics, May 2014
- Figure 278: Ownership of luxury branded products – Dolce & Gabbana, by demographics, May 2014
- Figure 279: Ownership of luxury branded products – Christian Dior, by demographics, May 2014
- Figure 280: Ownership of luxury branded products – Rolex, by demographics, May 2014

## Appendix – US Consumer Data

### Who Buys Luxury

- Figure 281: Luxury shopping done in the past 18 months, by demographics, May 2014

### What Products They Buy

- Figure 282: Most popular luxury branded items bought in the past 18 months, by demographics, May 2014
- Figure 283: Next most popular luxury branded items bought in the past 18 months, by demographics, May 2014
- Figure 284: Other luxury branded items bought in the past 18 months, by demographics, May 2014

### Where They Buy

- Figure 285: Most popular locations where luxury branded items were bought, by demographics, May 2014
- Figure 286: Next most popular locations where luxury branded items were bought, by demographics, May 2014
- Figure 287: Locations where luxury branded items were bought – Bought online, by demographics, May 2014
- Figure 288: Locations where luxury branded items were bought – Bought in the USA, by demographics, May 2014
- Figure 289: Locations where luxury branded items were bought – Bought in another country, by demographics, May 2014

### What Brands They Own and Know

- Figure 290: Ownership of luxury branded products – Louis Vuitton, by demographics, May 2014
- Figure 291: Ownership of luxury branded products – Gucci, by demographics, May 2014
- Figure 292: Ownership of luxury branded products – Mont Blanc, by demographics, May 2014
- Figure 293: Ownership of luxury branded products – Chanel, by demographics, May 2014
- Figure 294: Ownership of luxury branded products – Hermès, by demographics, May 2014
- Figure 295: Ownership of luxury branded products – Prada, by demographics, May 2014
- Figure 296: Ownership of luxury branded products – Omega, by demographics, May 2014
- Figure 297: Ownership of luxury branded products – Burberry, by demographics, May 2014
- Figure 298: Ownership of luxury branded products – Tiffany, by demographics, May 2014
- Figure 299: Ownership of luxury branded products – Dolce & Gabbana, by demographics, May 2014
- Figure 300: Ownership of luxury branded products – Christian Dior, by demographics, May 2014
- Figure 301: Ownership of luxury branded products – Rolex, by demographics, May 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)