

# LVMH Moët Hennessy Louis Vuitton SA in Personal Accessories

November 2022

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## STATE OF PLAY

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Asia Pacific concentrates almost half of LVMH Moët Hennessy Louis Vuitton's sales in 2022

LVMH to see sales grow in 2022 in its top three countries: The US, China, and Japan

The acquisition of Tiffany & Co strengthens LVMH's position in jewellery

## EXPOSURE TO FUTURE GROWTH

The US and Asia Pacific to remain key markets over the forecast period

## E EXPOSURE TO FUTURE GROWTH

LVMH Moët Hennessy Louis Vuitton SA to remain the leading player in personal accessories

Sustainability and omnichannel strategy are core areas for LVMH's future growth

LVMH to focus its sustainability efforts in four areas towards 2030

Sustainability in action: LVMH brands' efforts to become more sustainable

## COMPETITIVE POSITIONING

LVMH Moët Hennessy Louis Vuitton SA outperforms the industry and its closest competitors

LVMH overlaps most with Richemont SA, Cie Financière and Kering SA

LVMH ranks number one in seven out of the top 10 countries in its largest category, bags

LVMH delivers strong growth in bags and luggage for two consecutive years

Tiffany becomes LVMH's second largest brand behind Louis Vuitton

Tiffany & Co turns into a strategic brand for LVMH

## BAGS AND LUGGAGE

Despite a more moderate performance, Asia Pacific leads LVMH's bags and luggage sales in 2022

Handbags accounts for the majority of LVMH's sales in its top 10 markets

As travel returns to normal, luggage is expected to bring growth over the forecast period

Louis Vuitton's Felt Line, an example of LVMH's sustainability efforts in bags

## JEWELLERY

Asia Pacific and North America drive LVMH's jewellery sales over the historic period

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