

# Personal Luxury in Canada

October 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Personal luxury benefiting from a post-pandemic sales boom in 2023  
Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear)  
Luxury eyewear comes back into focus as restrictions are lifted  
Luxury jewellery sales benefit from self-gifting and the return of important events in 2023  
Luxury leather goods see rising demand in 2023 as consumers resume their travel plans  
Luxury wearables electronics sees strong innovation  
Luxury timepieces benefiting from strong investment value  
Value sales of writing instruments and stationery on the rise in 2023  
Value sales of super premium beauty and personal care on the rise  
Michael Kors Canada Holdings Ltd holds the lead in personal luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Positive outlook despite prevailing economic uncertainty  
The return to normality set to help fuel demand for designer apparel and footwear (ready-to-wear) and super premium beauty and personal care  
Luxury leather goods is expected to see the most dynamic percentage growth over forecast period

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