



Euromonitor
International

Personal Luxury in Australia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear)
- Luxury eyewear
- Luxury jewellery
- Luxury leather goods
- Luxury wearables electronics
- Luxury timepieces
- Luxury writing instruments and stationery
- Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

- Creating meaningful connections and tiered product lines set to drive innovation and growth
- Ethical sourcing and sustainability likely to become increasingly important
- Retail e-commerce expected to maintain its rising trend in personal luxury, although offline sales will remain dominant

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Luxury Goods in Australia - Industry Overview

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- Summary 1 - Research Sources

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