Euromonitor International

Top Five Trends in Luxury Goods

August 2025

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TOP FIVE TRENDS IN LUXURY GOODS

Our expert's view of Luxury Goods in 2025
Key findings

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High bets on experience and lifestyle for value creation amidstvolatile conditions
Top five trends in luxury goods
Top five trends uncovered

VALUE CREATION IN LUXURY AMIDST SHIFTING MINDSETS

Luxury players must move beyond product-centric models amidst future uncertainty
Luxury brands look to align with evolving notions of value
Value-seeking luxury consumers are ever more discerning in their luxury spending
Younger consumers seek more purpose and connection as stress and anxiety rise
Price sensitivity and a rise in rational consumption leads to a redirection in spending
Selfridges Unlocked redefines loyalty and engagement through lifestyle and experience
Louis Vuitton turns an everyday accessible indulgence into a branded luxury experience
Going beyond heritage to create value in a fast-changing purpose-driven ecosystem

NEW CHAPTER IN THE LUXURY EXPERIENCE ECONOMY

Lifestyle, community and exclusivity merge into a singular, elevated luxury experience
How experiences are rewriting luxury's playbook where emotion translates to equity
From luxury goods to good times: The global pivot to experiential value
Jo Malone's strategic shift from fragrances to spirits leveraging strength in storytelling
Tesla's 24/7 Diner heralds the dawn of a new chapter in luxury EV culture and lifestyle
Designing the 360° luxury experience in the age of luxury experientialism

TRANSFORMING STRATEGY THROUGH GENAI IN LUXURY

Using GenAI to drive customer-centricity and revolutionise the shopping experience
Harnessing GenAI to conquer emerging markets amidst global economic turbulence
Luxury needs to invest more in greener sourcing, energy and shorter supply chains
Prada makes real-time changes to marketing campaigns based on immediate feedback
Zalando adds AI fashion assistant to enable consumers to shop by occasion
GenAI has potential to transform luxury amidst uncertainty and growing innovation

THE RISE OF LIFESTYLE-CENTRIC LUXURY

Luxury integrates home and lifestyle elements to enhance the brand experience
Consumers prioritise health and wellness amidst turmoil and uncertainty,
Global wealth surge in 60+ demographic underscores new values in the lifestyle sector
Evolution of private luxury member clubs: From status and prestige to purpose
Vuori partners with leading fitness instructor and boutique studio to expand into UK
Blurring of wellness, lifestyle and hospitality pushes hotels into quasi third space retail
Shaping the future of lifestyle-centric luxury

LEADING THE WAY IN CLIMATE-POSITIVE LUXURY

Climate-consciousness in luxury is emerging as a new symbol of status and expectation
Values-driven luxury for personal and planet-positive impact
Rising value of nature, visual harmony and spatial wellness as true elevated living
Rewilding Apennines: From sustainable to net-positive and nature-positive
Red Sea Global has the aim to protect biodiversity for conservation
Belmond's Britannic Explorer underscores sustainable slow luxury travel
Sustainable value creation in luxury: Key to resilience and competitive strength

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-luxury-goods/report.