



Euromonitor
International

The Selective Luxury Era: Navigating Value, Authenticity, and Identity in the Americas

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INTRODUCTION

Key findings

The Pan-American luxury reset, moving from growth to relevance

REGIONAL OVERVIEW

The changing architecture of luxury growth and value creation across the Americas

Tesla holds onto its regional lead amid a softer luxury car market

Elevating online luxury through innovation and personalisation

Affluence is being redefined across the Americas

Generational dynamics vary significantly across the Americas

THE FORCES SHAPING LUXURY GROWTH IN THE AMERICAS

Value and heightened consumer selectivity continue to shape shopping habits

Luxury companies and brands invest in experience as a retail differentiator

Travel as a structural pillar for the luxury economy across the Americas

Aspen Snowmass evolves beyond a ski resort into a holistic luxury lifestyle ecosystem

The US remains a luxury behemoth, driven by scale and spending power

Experience, personalisation and new wealth hubs redefine US luxury growth

Marriott's integrated digital ecosystem enables more meaningful guest experiences

Mexico strengthens its position as Latin America's luxury growth engine

Mexico is emerging as a powerhouse of experiential luxury in the Americas

DUA combines scientific expertise with demand for high-identity indulgences

Brazil combines the best of old and new luxury underpinned by wealth and aspiration

Tiffany&Co unveils its first pop-up Blue Box Café in São Paulo luxury shopping mall

WHAT'S NEXT FOR LUXURY GOODS IN THE AMERICAS?

Navigating the future of luxury in a dynamic yet highly uncertain global economy

North America poised for steady structural progression

Latin America remains one of the world's most dynamic luxury regions

Experiential luxury will continue to drive growth, fuelled by shifting consumer priorities

Latin America becomes a strategic growth corridor for the future of luxury

CONCLUSION

Forecast market analysis

Recommendations/Opportunities for growth

Evolution of luxury amid disruption, innovation and new consumer values in Americas

Questions we are asking

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