

Luxury Goods: Quarterly Statement Q1 2021 April 2021

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Scope: Luxury goods quarterly updates

Key findings

Q1 LUXURY GOODS UPDATE

Demand for luxury goods based on income elasticities Quarterly forecast for luxury goods: baseline vs quarterly update Luxury sales impacted by further damage to consumer confidence Consumers saving not spending as uncertainty continues China's economic activity and consumer spending shows full recovery Why Singles' Day should matter to every luxury goods company Asia Pacific will continue to lead sales, with China at the helm Sales in key luxury shopping destinations rise as Chinese tourists return China first major economy to show signs of full recovery in luxury goods Growth trajectory in China's repatriated spending expected to continue Domestic "revenge shopping" continues to helps offset China's losses All eyes look East as repatriated spending and a return to travel sets in Top 10 luxury players continue to dominate the competitive landscape Top 10 luxury companies clear determinants of 2021 outlook Encouraging sales momentum from Kering thanks to Chinese "glocals" Luxury cars manufacturers remain optimistic for a better 2021 LVMH latest results signpost Asia-led recovery trend Spain and Italy among the largest key luxury market downgrades in Q1 All key markets in Western Europe subject to further contractions

Q1 MACROECONOMIC UPDATE

Key takeaways for Q1 2021 in luxury goods

Global baseline outlook: Downside risks to the recovery have declined

Uncertainty remains high, but with a more optimistic tilt

Real GDP annual growth forecasts and revisions from last quarter, AE (%, percentage points)

Real GDP annual growth forecasts and revisions from last quarter, EMDE (%, percentage points)

GLOBAL OUTLOOK

COVID-19 scenarios summary

ABOUT OUR INDUSTRY FORECAST MODEL

About Luxury Goods quarterly forecast updates

Timeline: Luxury Goods quarterly updates and reporting timeline Euromonitor International and COVID-19: Forecasts and analysis

About Euromonitor International

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- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- . Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

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