



# Experiential Luxury in Germany

October 2023

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## Experiential Luxury in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value sales rising again in experiential luxury in 2023  
Luxury hotels records highest value growth within category overall in 2023  
Althoff Hotels GmbH leads experiential luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Retail value sales look set to increase over the forecast period  
Luxury hotels is expected to see the most dynamic performance over the forecast period

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