
**Sixth Ed. 2019**
- 12,000+ Respondents¹
- ~€39K Average spend²
- 10 Largest worldwide luxury Markets¹ covering ~85% of Total luxury sales value

**Fifth Ed. 2018**
- 12,000+
  - +1,000 in China
  - +1,000 in US
- ~€37K Average spend

**Fourth Ed. 2017**
- 12,000+
  - +1,000 in China
  - +1,000 in US
- ~€36K Average spend

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1. Begun monitoring Indian consumers (1,000)  
2. Includes personal and experiential luxury, excluding cars, yachts, smartphones and smartwatches

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
BCG expert partner network ready to discuss in every large market the outcomes of True-Luxury Global Consumer Insight 2019

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Luxury market has reached ~920 B€ in 2018, with 4-5% annual expected growth until 2025

**Category**

Personal luxury reached 330 B€ in 2018 expected to grow in 2018-2025 at ~3%, driven by accessories and cosmetics.

Experiential luxury reached 590 B€ in 2018, expected to grow faster at ~5%.

**Generation**

Millennials predicted to grow from ~32% to ~50% of personal luxury market by 2025. 130% of 2018-25 market growth expected to come from Millennials.

Gen Z represents today only ~4% of personal luxury, but have a clearly different set of behaviors & values that brands should better monitor and understand (i.e. Buy > collaborations, > influenced by sustainability, ...)

**Nationality**

China continues to be the driving force, making up ~33% of the market and expected to rise to ~40% by 2025.

75% of the 2018-25 market growth expected to come from Chinese True-Luxury consumers.

**True-Luxury Consumers**

True-Luxury consumers, the focus of BCG-Altagamma study, generate ~30% of global luxury market, or 278 B€ and expected to reach 395 B€ by 2025.

Largest contribution to growth coming from Status Seeker, Little Prince and Fashionista segments, seeking extravagance, fun and new form of creativity in products & brands.

Megacitiers, expression of the global millennial tribe, continue to grow.

Source: BCG Luxury Market Model
Gen Z have a unique set of behaviors and values, and brands should start understanding them better.

- **Influenced by sustainability:** 64% of True-Luxury consumers are influenced by sustainability when making purchases, compared to 64% of Millennials and 59% of overall True-Luxury consumers.
  - vs. 64% Millennials
  - vs. 59% overall True-Luxury consumers

- **High social media interaction:** 95% of True-Luxury consumers use social media to interact with luxury brands, bloggers, or social media peers regarding luxury brands and products, compared to 92% of Millennials and 81% of overall True-Luxury consumers.
  - vs. 92% Millennials
  - vs. 81% overall True-Luxury consumers

- **Embrace mix & match:** 56% of True-Luxury consumers have partially shifted spending from traditional luxury brands to premium, fast fashion, niche or sports brands, compared to 52% of Millennials and 46% of overall True-Luxury consumers.
  - vs. 52% Millennials
  - vs. 46% overall True-Luxury consumers

- **Purchase collaborations:** 67% of True-Luxury consumers purchase items from collaborations, compared to 60% of Millennials and 50% of overall True-Luxury consumers.
  - vs. 60% Millennials
  - vs. 50% overall True-Luxury consumers

- **Consider resale value:** 57% of True-Luxury consumers consider resale value when purchasing luxury goods, compared to 50% of Millennials and 44% of overall True-Luxury consumers.
  - vs. 50% Millennials
  - vs. 44% overall True-Luxury consumers

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19
Today’s True-Luxury consumers characterized by 12 behavioral segments, with greatest growth in #Littleprince, Status Seeker and Fashionista

<table>
<thead>
<tr>
<th>Segment</th>
<th>Value Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status Seeker</td>
<td>+</td>
</tr>
<tr>
<td>#Littleprince</td>
<td>+</td>
</tr>
<tr>
<td>Fashionista</td>
<td>+</td>
</tr>
<tr>
<td>Megacitier</td>
<td>+</td>
</tr>
<tr>
<td>Experiencer</td>
<td>+</td>
</tr>
<tr>
<td>Classpirational</td>
<td>-</td>
</tr>
<tr>
<td>Luxe Immune</td>
<td>+</td>
</tr>
<tr>
<td>Social Wearer</td>
<td>-</td>
</tr>
<tr>
<td>Timeless Proper</td>
<td>+</td>
</tr>
<tr>
<td>Rich Upstarter</td>
<td>+</td>
</tr>
<tr>
<td>Omni-gifter</td>
<td>+</td>
</tr>
<tr>
<td>Absolute Luxurer</td>
<td>+</td>
</tr>
<tr>
<td>Timeless Proper</td>
<td>+</td>
</tr>
<tr>
<td>Classpirational</td>
<td>-</td>
</tr>
</tbody>
</table>

True-Luxury consumers seeking extravagance, fun and new creativity (new-wave luxury values) showing the highest growth, driven by Chinese

The Global, millennial tribe continues to grow, sharing their behaviors across mega cities

In emerging markets, True-Luxury consumers becoming less unsure and more sophisticated, reflected by a shrinking Classpirational segment

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
<table>
<thead>
<tr>
<th>New and Emerging</th>
<th>1</th>
<th>Collaborations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep Growing</td>
<td>2</td>
<td>Second-hand</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Sustainability</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Luxury Casualwear</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Influencers</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Social Media</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Online</td>
</tr>
<tr>
<td>Stabilizing</td>
<td>8</td>
<td>Omnichannel</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Mono-Brand Stores</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>11</td>
<td>Mix &amp; Match</td>
</tr>
<tr>
<td></td>
<td>12</td>
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</tbody>
</table>
## True-Luxury Global Consumer Insight 2019 Edition: the 12 key trends

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</table>

Awareness reaches ~90%, 50% of True-Luxury consumers purchasing collaborations and special editions, driven by Chinese (62%) and younger generations (67% Gen. Z, 60% Millennials)
### True-Luxury Global Consumer Insight 2019 Edition: the 12 key trends

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<td></td>
<td>12. Customization</td>
</tr>
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</table>

- **Collaborations**
  - Reached 7% of personal luxury market value and is growing 12% per year

- **Second-hand**
  - Out of True-Luxury consumers, 34% sell 2nd-hand products, while 26% buy
  - 80% of 2nd-hand market participants use online channels to get informed and to trade
True-Luxury Global Consumer Insight 2019 Edition: the 12 key trends

New and Emerging
1. Collaborations
2. Second-hand

Keeps Growing
3. Sustainability
   Influences purchase behavior of ~60% of True-Luxury consumers (+12pp vs 2013), driven by environmental, animal and ethical manufacturing concerns
4. Luxury Casualwear
5. Influencers
6. Social Media
7. Online

Stabilizing
8. Omnichannel
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Casual approach to social and professional occasions continues to grow, now affecting 74% of True-Luxury consumers, with still further expected growth in spending (driven by sneakers and jeans)
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Their relevance in shaping consumer purchase decisions continues to increase, affecting ~2x as many True-Luxury consumers in China than in Europe and US.
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Keep growing in all geographies, by far greatest influence lever in China, soon to overtake magazines in Europe and US
True-Luxury Global Consumer Insight 2019 Edition: the 12 key trends

New and Emerging

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2. Second-hand

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4. Luxury Casualwear
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Continues to grow, with over 20% of last purchase occasions online, and contributes to overall market growth more than cannibalizing (~60% in addition to physical, vs 40% ~cannibalization)
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**Omnichannel** - Accounts for 50% overall, with substantial variation by geography (64% China, 42% EU)

**Mono-Brand Stores** - Appear to have stabilized in True-Luxury consumers’ minds, no longer decreasing in a significant way, except for China

**Made-in** - Made-in Italy continues to strengthen its global lead among True-Luxury consumers and among Millennials, and reconquered leadership among Chinese vs Made-in France. Made-in China growing among Chinese (+11pp vs 2014)

**Mix & Match** - Luxury niche and sports brands driving greater shift. Exclusivity and perception of better value are driving consumers to niche brands, whereas comfort and active lifestyle to sportswear brands

**Customization** - Demand stabilized (at high level). Product configuration, made to measure and bespoke products most desired
Collaborations’ importance confirmed, with awareness reaching ~90% of True-Luxury consumers

Thinking about special editions realized in collaboration with different brands / artists, which of the following statements best apply to you? If you don't know about them select “I am not aware”

Overall True-Luxury consumers

<table>
<thead>
<tr>
<th>Year</th>
<th>Not aware</th>
<th>Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>2018</td>
<td>11% (+1pp)</td>
<td>89%</td>
</tr>
</tbody>
</table>

Driven by younger generations...

<table>
<thead>
<tr>
<th>Generation</th>
<th>Not aware</th>
<th>Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen. Z</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>Millennials</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>Gen. X</td>
<td>13%</td>
<td>87%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>Silvers</td>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>

...and Chinese

<table>
<thead>
<tr>
<th>Country</th>
<th>Not aware</th>
<th>Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>4%</td>
<td>96%</td>
</tr>
<tr>
<td>Europe</td>
<td>13%</td>
<td>87%</td>
</tr>
<tr>
<td>US</td>
<td>18%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Note: Limited responses available for Silvers
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Half of True-Luxury consumers have purchased special editions, again driven by younger generations and Chinese.

Have you ever purchased special editions created by brands in collaboration with different artists/brands?

Overall True-Luxury consumers

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

By generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen. Z</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Millennials</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Gen. X</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Silvers</td>
<td>86%</td>
<td>14%</td>
</tr>
</tbody>
</table>

By nationality

<table>
<thead>
<tr>
<th>Nationality</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>USA</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>EU</td>
<td>55%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Note: Limited responses available for Silvers
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Chinese consumers strongly attracted to collaborations, as they seek cool and different styles

**Thinking about special editions realized in collaboration with different brands/ artists, which of the following statements best apply to you?**

<table>
<thead>
<tr>
<th>% of respondents aware of collaboration</th>
<th>Overall True-Luxury consumers</th>
<th>By nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>89%</td>
<td>96%</td>
</tr>
<tr>
<td></td>
<td>96%</td>
<td>87%</td>
</tr>
<tr>
<td></td>
<td>87%</td>
<td>82%</td>
</tr>
<tr>
<td></td>
<td>82%</td>
<td>87%</td>
</tr>
<tr>
<td>Cool, new different styles</td>
<td>34%</td>
<td>46%</td>
</tr>
<tr>
<td>Special and unique collections</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Something new without changing identity</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Indifferent</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Negative impact</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Note:** First-ranked responses shown
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Handbags and sneakers dominate collaborations and special edition purchases

Thinking about special editions created by brands in collaboration with different artists/brands, which category have you ever purchased?

Top-purchased product categories among collaborations and special editions

1. Handbags
2. Sneakers
3. Formal shoes
4. Backpacks
5. T-shirts

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Top-purchased collaborations relatively consistent across geographies

Thinking about special editions created by brands in collaboration with different artists/brands, which collection did you ever purchased?

### Top-purchased collaborations

#### Overall

<table>
<thead>
<tr>
<th>Rank</th>
<th>Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Louis Vuitton &amp; Supreme</td>
</tr>
<tr>
<td>#2</td>
<td>Adidas &amp; Yeezy</td>
</tr>
<tr>
<td>#3</td>
<td>Chanel &amp; Pharrell</td>
</tr>
<tr>
<td>#4</td>
<td>Nike &amp; Off-white</td>
</tr>
<tr>
<td>#5</td>
<td>Fendi &amp; Fila</td>
</tr>
<tr>
<td>#6</td>
<td>Louis Vuitton &amp; J. Koons</td>
</tr>
</tbody>
</table>

#### By nationality

- **China**
  - #1 Louis Vuitton & Supreme
  - #2 Adidas & Yeezy
  - #3 Adidas & Yeezy
  - #4 Nike & Off-white
  - #5 LV & Jeff Koons
  - #6 Burberry & G. Rubchinski

- **United States**
  - #1 Louis Vuitton & Supreme
  - #2 Chanel & Pharrell
  - #3 Gucci & Dapper Dan
  - #4 Adidas & Yeezy
  - #5 Fendi & Fiila
  - #6 Gucci & Gucci Ghost

- **Europe**
  - #1 Louis Vuitton & Supreme
  - #2 Adidas & Yeezy
  - #3 Fendi & Fila
  - #4 Gucci & Gucci Ghost
  - #5 Moschino & H&M
  - #6 Chanel & Pharrell

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Some examples of the most purchased collaborations among True-Luxury consumers:

- Fendi & Fila
- Adidas & Yeezy
- Gucci & Gucci Ghost
- LV & Supreme
- LV & Jeff Koons
- Chanel & Pharrel
- Burberry & Rubchinskiy
- Nike & Off-white
- Gucci & Dapper Dan
Second-hand luxury
Luxury 2nd-hand market estimated at 22 B€ and growing faster than overall personal luxury...

Total personal luxury market size (B€)

<table>
<thead>
<tr>
<th></th>
<th>2018E</th>
<th>2021F</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd-hand luxury market size (B€)</td>
<td>330</td>
<td>361</td>
</tr>
</tbody>
</table>

+3%

2nd-hand luxury market size (B€)

<table>
<thead>
<tr>
<th></th>
<th>2018E</th>
<th>2021F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of total personal luxury market¹</td>
<td>7 %</td>
<td>9 %</td>
</tr>
</tbody>
</table>

Note: On the most penetrated categories, and most successful brands, this can rise to 15-20%
Second-hand luxury

...fueled by four drivers

Professionalization of the trade channels

Digital platforms replacing consignment shops, and now providing seamless end-to-end experience that guarantees authenticity and quality

Consumer preferences for shorter ownership and sustainability

Luxury consumers exposed to constant flux of styles through social media, not willing to own products forever, and more concerned about sustainability than ever before

Broader access to iconic, scarce products

Scarce luxury products, both iconic products or special capsules, can be readily located on 2nd-hand digital marketplaces, which benefit from a far wider reach of suppliers than bricks-and-mortar consignment shops

Access to luxury products at better price/quality ratio

Participation in the 2nd-hand market provides lower purchase prices along with an income opportunity. Younger consumers spending less on products and more on experiences.

Source: BCG-Altagamma True-Luxury Global Consumer Insight 2019; Analyst reports; Expert interviews; BCG analysis
Second-hand luxury
Second-hand luxury

Buying

Selling
Most True-Luxury consumers interested in purchasing luxury 2nd-hand products

Have you ever purchased second hand / pre-owned luxury items?

60% are interested in purchasing pre-owned luxury items

Not interested 40%
Interested 60%

Driven by

- Perceived price-quality ratio 32%
- Look for sold out/ limited edition/ vintage items 19%
- Thanks to online platforms, there is more transparency on price and authenticity of 2nd-hand market 17%
- Not interested / would never buy pre-owned 35%
- Do not trust resellers and afraid of counterfeit goods 34%
- Afraid of buying products in bad condition 13%

Note: Selected most important answers
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
### Online the king of 2\textsuperscript{nd}-hand purchase channels

#### Where do you purchase second-hand luxury goods? Which online platforms do you use?

<table>
<thead>
<tr>
<th>Item Type</th>
<th>2018</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased</td>
<td>26%</td>
<td>37%</td>
</tr>
<tr>
<td>Have not, but would</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Never purchased</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

#### Most commonly used specialist online platforms

- Vestiaire Collective: 16%
- Vinted: 14%
- Instant Lux: 11%
- Le Bon Coin: 11%
- Vide Dressing: 11%
- Depop: 8%
- Hardly ever worn it: 8%
- TheRealReal: 8%
- Vite en Vogue: 8%

Note: Selected highest-ranked platforms, percentage is number of responses per platform as fraction of total online platform users

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Handbags the queen among True-Luxury second-hand purchases, APAC countries developing an appetite also for SLG and watches

You told us that you buy second-hand luxury goods, which category do you mostly purchase?

40% of all pre-owned purchases were handbags…

...followed by clothing, with the exception of China and Japan

Note: Category purchased most often is shown (ranked #1 by respondent)
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Popularity of brands in 2nd-hand market disproportionate to share of 1st-hand sales

You told us that you buy second-hand luxury goods, which brand(s) do you usually purchase in second-hand?

Alexander McQueen greatest score in 2nd-hand index

1. Share of 2nd-hand purchases divided by brand's share of estimated revenues, for brands with most 2nd-hand purchases

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Second-hand luxury
One-third of True-Luxury respondents sell luxury items, to primarily empty wardrobe and finance new luxury purchases

34% have previously sold luxury items through 2nd-hand platforms

Reasons why

- To empty my wardrobe: 44%
- To finance new Luxury purchases: 21%
- This is truly sustainable behavior: 17%
- I find it amusing: 9%
- Unhappy with a gift I received: 5%
- Don’t find the item trendy anymore: 5%

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
True-Luxury younger generations very interested in potential resale value when purchasing new luxury items

During your luxury purchases, do you ever think about / take into consideration in your purchasing behavior the resell value of the goods you are about to buy

44% consider resale value when purchasing luxury

Attention to resale value decreases with age

<table>
<thead>
<tr>
<th>Generation</th>
<th>Consider resale value</th>
<th>Do not consider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen. Z</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Millennial</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Gen. X</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>Baby Boomer</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Silver</td>
<td>78%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Note: Limited responses available for Silvers
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Second-hand luxury

Buying & Selling
Younger True-Luxury consumers largest participants in 2nd-hand, with supply driven by younger generations and demand driven by older generations.

45% of True-Luxury consumers participate in 2nd-hand market.

Younger generations bigger sellers, older generations bigger buyers.

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Chinese True-Luxury consumers biased to selling 2\textsuperscript{nd}-hand luxury, while US biased to purchasing

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Why could certified 2nd-hand be relevant for luxury players?

- **A new recruiting channel for consumers and advocates**
- **A marketing & consumer understanding tool**
- **A way to monitor and mitigate brand reputational risk**
- **A new profitable source of business**

Mainly for brands:

Mainly for retailers:
Sustainability in luxury
Sustainability continues to be a hot topic in luxury
Several aspects of True-Luxury consumer behaviors impacted by Sustainability

- **59%** of True-Luxury consumers’ purchasing behaviors are influenced by sustainability.
- **17%** of True-Luxury consumers in the 2nd-hand market purchase pre-owned because it is ‘truly sustainable behavior’.
- **13%** of True-Luxury consumers who shifted spending from traditional to niche luxury brands attributed their shift to sustainability.
- **10%** of True-Luxury consumers consider sustainability a top 3 value when asked to define luxury (+1 pp vs 2017).

Drives shift toward niche brands

Re-defining luxury values

Increases 2nd-hand buying

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19
Consumers increasingly informed about Sustainability, resulting in greater influence over purchase decisions…

56% of consumers investigate a brand’s social responsibility

For a given item, over 60% would purchase from the more sustainable brand

Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
...greatest influence on younger generations, and substantial variation across nationalities

~60% influenced by sustainability, reaching 64% of younger generations...

...and from 81% of South Koreans to less than 50% of UK and US

Note: Limited responses available for Silver generation
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Sustainable approach to life responsible for 42% of sustainable purchase behaviors...

**Why is sustainability important to you when it comes to luxury goods?**

- **Care about sustainability in my life generally**: 42%
- **Care about the planet and next generations**: 14%
- **Trust a company in favor of sustainability**: 10%
- **Demand more transparency**: 5%
- **Value high-quality products that last years**: 5%
- **Care about where/how luxury goods are made**: 4%
- **Take corporate responsibility seriously**: 2%

Note: Selected responses shown
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
...with Environmental and Animal criteria most valued when purchasing luxury goods, driven by younger generations.
Made-in
Made-in Italy strengthens its overall lead driven by apparel, handbags and shoes

Which country of manufacturing do you consider the best for luxury brands?

<table>
<thead>
<tr>
<th>Overall preferences for made-in¹ (%)</th>
<th>∆ 2014–2018 (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made-in Italy</td>
<td>29%</td>
</tr>
<tr>
<td>France</td>
<td>21%</td>
</tr>
<tr>
<td>USA</td>
<td>12%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>9%</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
</tr>
<tr>
<td>UK</td>
<td>6%</td>
</tr>
<tr>
<td>China</td>
<td>5%</td>
</tr>
</tbody>
</table>

1. Focus on personal luxury (excluding cars, luxury yachts, design and lighting)  
2. 57% of True-Luxury consumers show preference for watches made-in Switzerland  
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
Made-in Italy increasingly valued by True-Luxury consumers, improving appreciation among Millennial and Chinese consumers

Increasing the gap vs. Made-in France among Millennials

![Graph comparing Made-in Italy, Made-in France, and Made-in US from 2014 to 2018](image)

Striking back to leadership on Chinese

![Graph comparing Made-in Italy, Made-in France, and Made-in US from 2014 to 2018](image)

Note: Focus on personal luxury (excluding cars, luxury yachts, design and lighting)
Source: BCG-Altagamma True-Luxury Global Consumer Insight Survey Dec 18/Jan 19 (12K+ respondents in 10 countries)
THANK YOU