



**Euromonitor
International**

Luxury Goods in France

October 2024

Table of Contents

Luxury Goods in France

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2019-2024

Table 2 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 4 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 5 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 7 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in France

KEY DATA FINDINGS

2024 DEVELOPMENTS

2024 is another outstanding year for experiential luxury, mainly in Paris

A better performance for Parisian outlets in a fragmented competitive landscape

AI and sustainable development can be compatible with experiential luxury

PROSPECTS AND OPPORTUNITIES

Trickle-down effect from the Olympic Games, or a return to normalisation, with risks for upscale and luxury hotels

Ongoing development and upgrading anticipated, and lower competition expected from luxury short-term rentals

More AI, but also more sustainable development in luxury hotels

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2019-2024

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2019-2023

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2020-2023

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2024-2029

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

Fine Wines/Champagne and Spirits in France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth expected in 2024 than in 2023, especially for fine wines

Despite non-negligible premiumisation for the greatest signatures, still a gloomy context for fine champagne

Luxury spirits sees a sluggish performance in 2023-2024 due to a conjunction of negative factors

PROSPECTS AND OPPORTUNITIES

No real hope of significant growth for other fine wine and fine champagne

The younger generations need more transparency and innovation

Luxury spirits – slow and stable growth expected

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Premium and Luxury Cars in France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dynamism continues in 2024, but slower than in 2023

Mainstream premium and luxury cars largely dominate, but outsiders record the most dynamic growth in 2023

Customisation and personalisation play a growing role, while self-driving is still late to take off

PROSPECTS AND OPPORTUNITIES

At first sight, no reason to observe a slowdown, thanks to growing demand, electric cars, and new technologies

Worrying signs for electric and hybrid high-end cars; however, mainly for Western manufacturers

Sustainability outlook – the indirect competition from vintage premium and luxury cars

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2019-2024

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2019-2024

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2024-2029

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

Personal Luxury in France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Continued growth for personal luxury over 2024-2029, although more modest

Ongoing favourable outlook for sustainability, but there is the double-edged sword of second-hand luxury

Continuous upsurge of retail e-commerce via omnichannel and new technologies

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2019-2024

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2019-2024

Table 30 - NBO Company Shares of Personal Luxury: % Value 2019-2023

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2020-2023

Table 32 - Distribution of Personal Luxury by Format: % Value 2019-2024

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2024-2029

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **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 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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