



**Euromonitor
International**

Personal Luxury in Brazil

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Digitalisation trend accelerates throughout all segments of designer apparel and footwear
- Luxury eyewear sees new technology advance, with AI offering potential for progress
- Store-based outlets remain most important distribution channels for luxury jewellery
- Luxury leather goods sees greater focus on sustainability and personal investment
- Younger generations seek luxury wearables with broad range of tracking metrics
- Luxury timepieces become smarter and greener
- Second-hand and hybrid products become more prevalent within luxury writing instruments and stationery
- Super premium beauty and personal care benefits from digitalisation and social media trends

PROSPECTS AND OPPORTUNITIES

- Personal luxury sales set to rise
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- Younger consumers drive green growth and social consciousness within personal luxury goods

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DISCLAIMER

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- Summary 1 - Research Sources

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