



# Personal Luxury in Canada

October 2024

Table of Contents

## 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

Steady growth driven by domestic demand, return of tourism, and luxury brand expansion

Luxury brands expected to respond to consumer focus on sustainability and social issues

Luxury brands expected to continue focus on DTC strategies and omnichannel growth

### CATEGORY DATA

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

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

Table 3 - NBO Company Shares of Personal Luxury: % Value 2019-2023

Table 4 - LBN Brand Shares of Personal Luxury: % Value 2020-2023

Table 5 - Distribution of Personal Luxury by Format: % Value 2019-2024

Table 6 - Forecast Sales of Personal Luxury by Category: Value 2024-2029

Table 7 - Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

## Luxury Goods in Canada - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

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

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

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

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/personal-luxury-in-canada/report](http://www.euromonitor.com/personal-luxury-in-canada/report).