



**Euromonitor
International**

Experiential Luxury in France

October 2024

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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

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Luxury Goods in France - Industry Overview

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DISCLAIMER

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