



Euromonitor
International

Leveraging GenAI for Value Creation, Innovation and Sustainability in Luxury Goods

March 2025

EXECUTIVE SUMMARY

Why read this report?

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Key findings

INTRODUCTION

High bets on GenAI for value creation across luxury amidst a challenging environment
GenAI has potential to transform luxury amidst uncertainty and growing innovation
Gen AI as a pillar of stability for luxury businesses amidst future shocks and challenge
New business models in luxury retail to drive more online engagement
Growing influence of Gen Z force luxury to align with new technologies such as GenAI

HARNESSING GENAI IN CUSTOMER EXPERIENCE

Using GenAI to drive customer-centricity and revolutionise the shopping experience
Value-seeking luxury consumers are ever more discerning in their luxury spending
Leveraging GenAI to enrich customer engagement and drive shopping innovation
Burberry's AI-driven chatbots provides personalised recommendations and styling tips
Zalando adds AI fashion assistant to enable consumers to shop by occasions
Alibaba in China using generative AI to optimise the Tmall shopping experience

GENAI-DRIVEN MARKETING OPPORTUNITIES

GenAI in luxury marketing - balancing innovation, efficiency, and brand equity
Harnessing GenAI to conquer emerging markets amidst global economic turbulence
GenAI to enhance intuitive marketing campaigns to captivate a “ glocal ” luxury audience
Prada makes real-time changes to marketing campaigns based on immediate feedback
Ask Layla: Taking traveller personalisation and marketing to a new level with GenAI

SUSTAINABILITY THROUGH GENAI INNOVATIONS

Luxury needs to invest more in greener sourcing, energy and shorter supply chains
Future-proofing luxury - leveraging GenAI to aid supply chain resilience and circularity
Helping the luxury resale market navigate the minefield for counterfeit goods
Hugo Boss digitises and automates production while retaining quality and sustainability
Briink's AI revolutionises ESG verification with speed, accuracy and scalability

NAVIGATING KEY CHALLENGES WITH GENAI

Data security, privacy and ethics remain a key challenge in adopting GenAI
Human creativity and craftsmanship remains the lifeblood of luxury goods
GenAI solutions for product authentication and intellectual property protection

CONCLUSION

Luxury needs to find the sweet spot between technology, tradition and creativity
Opportunities for growth
Evolution of GenAI in luxury
Questions we are asking
Navigating challenges - how luxury brands can harness GenAI for sustainable growth

APPENDIX

Definitions (1/2)

Definitions (2/2)

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/leveraging-genai-for-value-creation-innovation-and-sustainability-in-luxury-goods/report.