

INDUSTRIES & MARKETS

Luxury e-commerce in Europe

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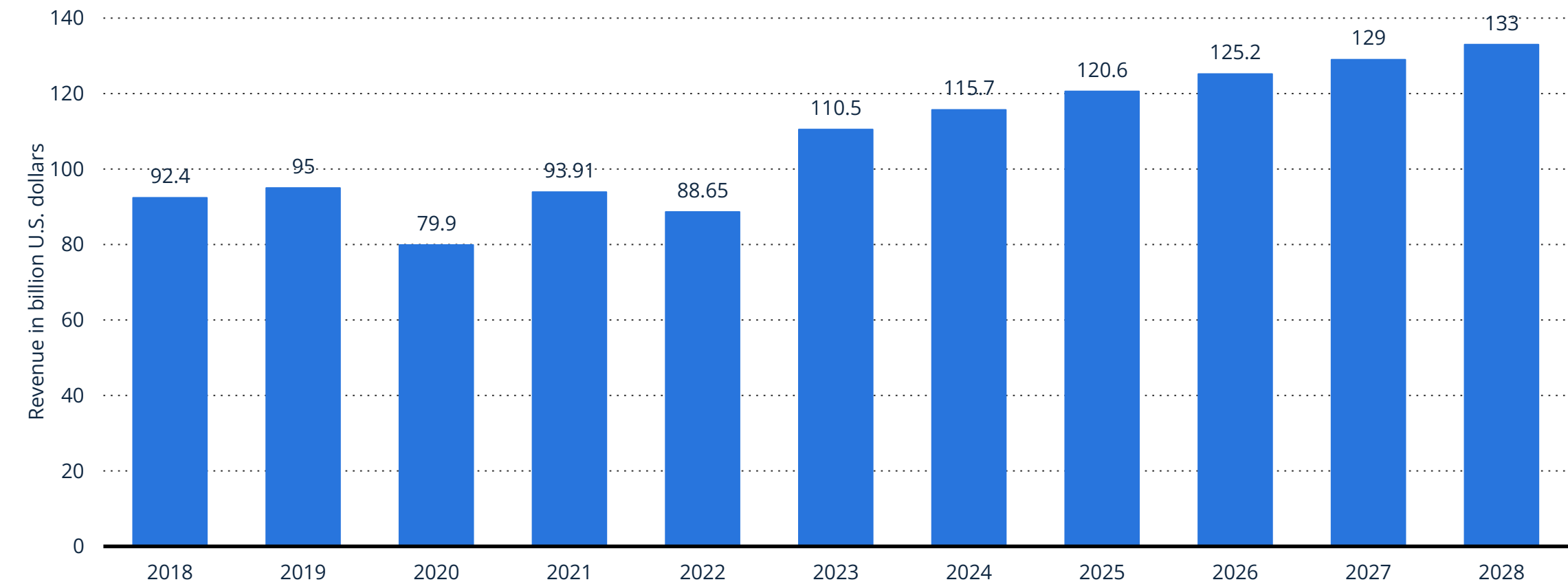
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CHAPTER 01

Overview

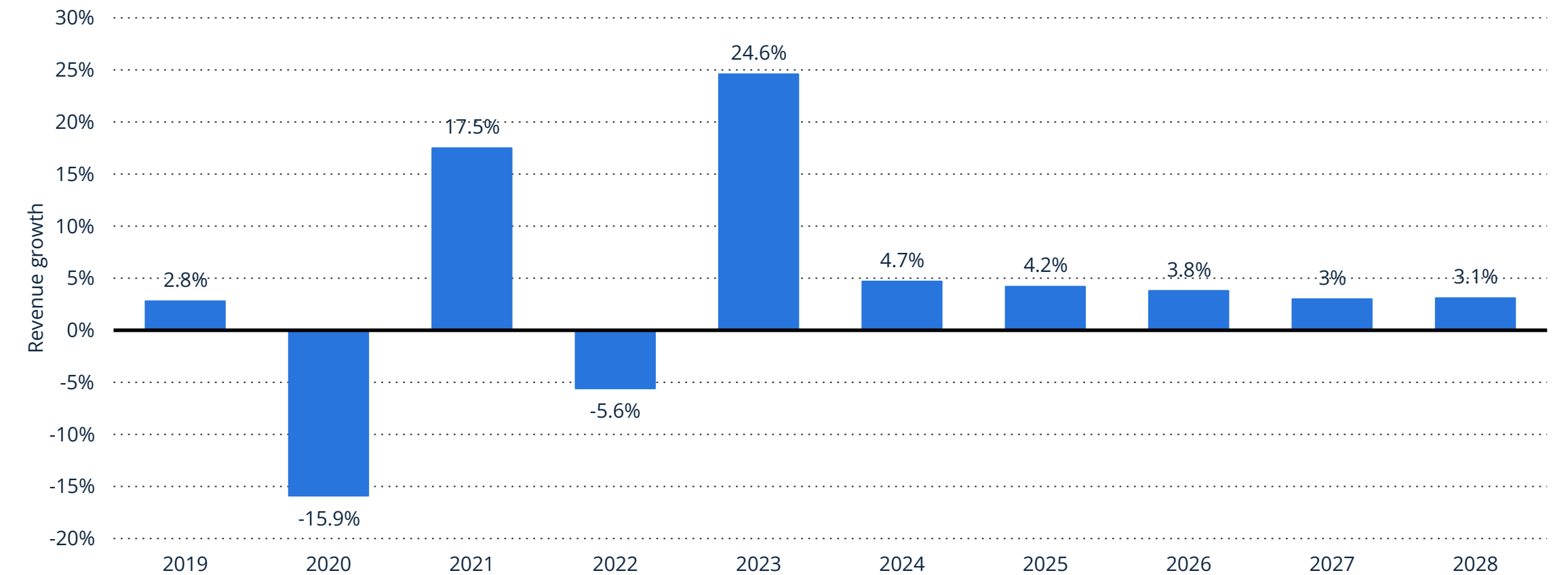
Revenue of the luxury goods market in Europe from 2018 to 2028 (in billion U.S. dollars)

Revenue of the luxury goods industry in Europe 2018-2028



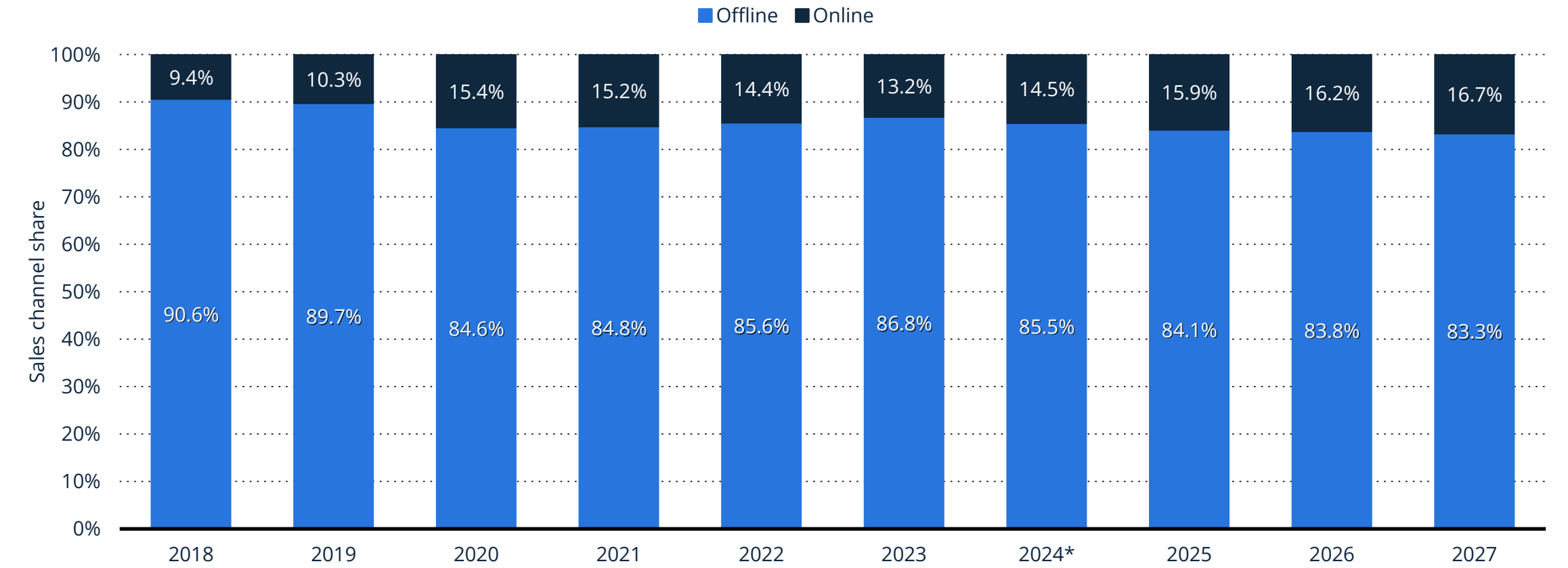
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Revenue growth of luxury goods in Europe 2019-2028



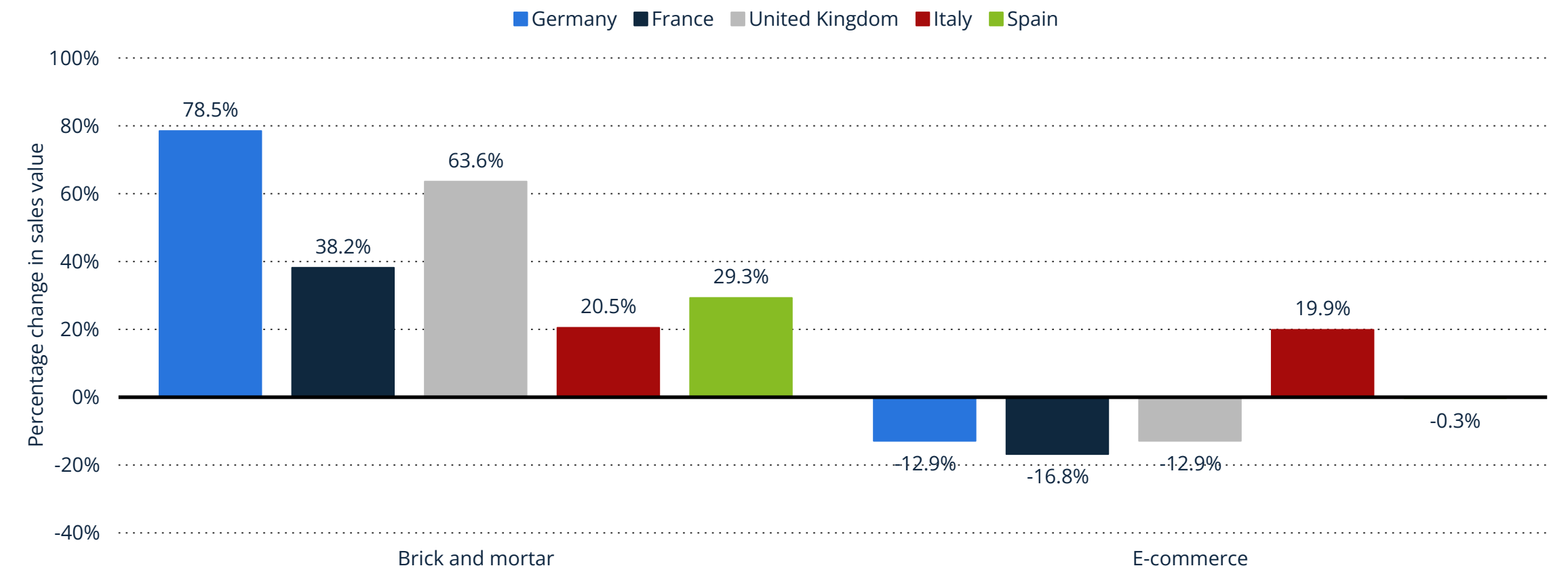
Revenue share of luxury consumer goods in Europe from 2018 to 2027, by sales channel

Revenue share of luxury goods market in Europe 2018-2027, by sales channel



Percentage change in the sales value of prestige beauty in selected countries in Europe in 2022, by distribution channel

Prestige beauty sales value change in selected European countries 2022



Leading countries for the online luxury and jewelry industry worldwide in 2022, by total traffic volume

Top countries for the online luxury and jewelry industry globally 2022, by traffic

	Traffic share (%)	Total visits (in millions)	Traffic growth YoY (%)*
United States	19.67	1200	5.18
Japan	7	431.79	7.51
India	6.87	423.81	16.1
United Kingdom	6.54	403.47	-1.85
Russia	5.85	360.82	10.85
France	4.44	273.53	-7.1
Germany	4.12	254.22	-1.75
Italy	3.46	213.09	16.56
Vietnam	3.24	200.07	29.4
Poland	3.11	191.75	9.73

Countries with the fastest growing online luxury and jewelry industries worldwide in 2022, by total traffic volume

Fastest growing online luxury and jewelry markets globally 2022, by traffic

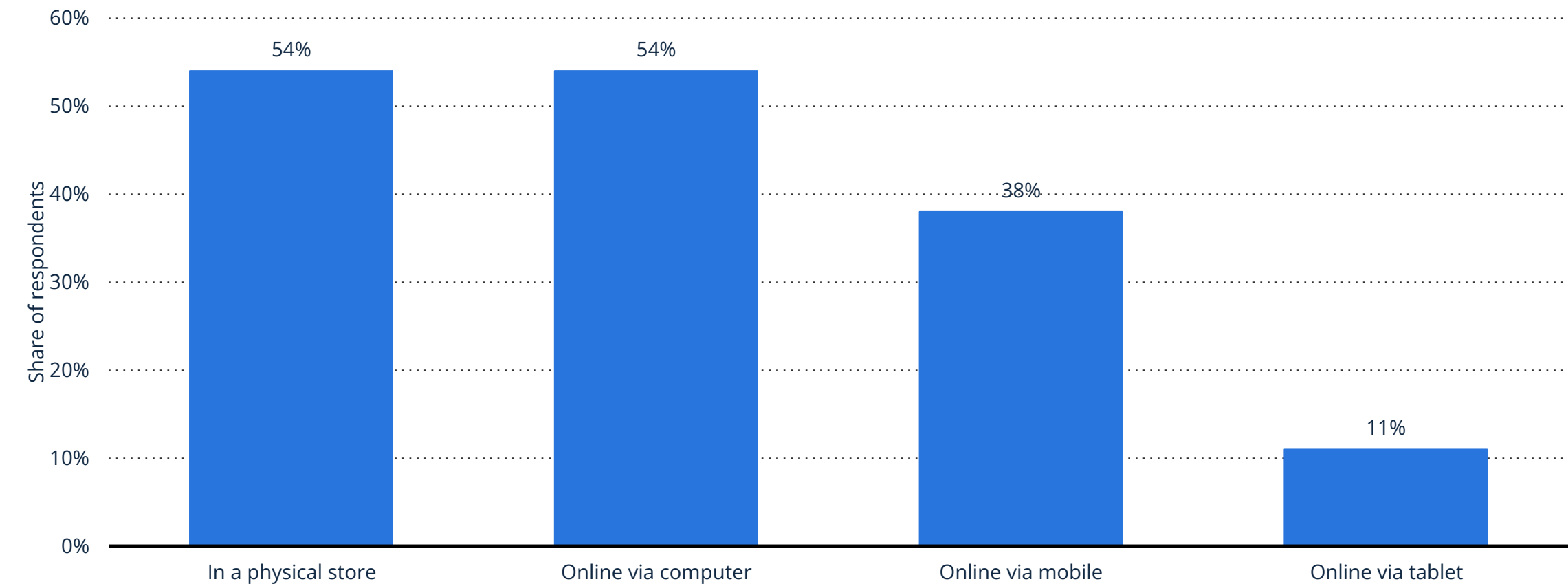
	Traffic growth YoY (%)*	Traffic share (%)	Total visits (in millions)
Vietnam	29.4	3.24	200.07
Spain	19.3	1.58	97.25
Italy	16.56	3.46	213.09
India	16.1	6.87	423.81
Republic of Korea	11.32	0.89	54.58
Turkey	11.05	3.1	191.18
Russia	10.85	5.85	360.82
Poland	9.73	3.11	191.75
Australia	9.1	2.12	130.91
Canada	8.85	1.91	118.05

CHAPTER 02

Leading channels & sites

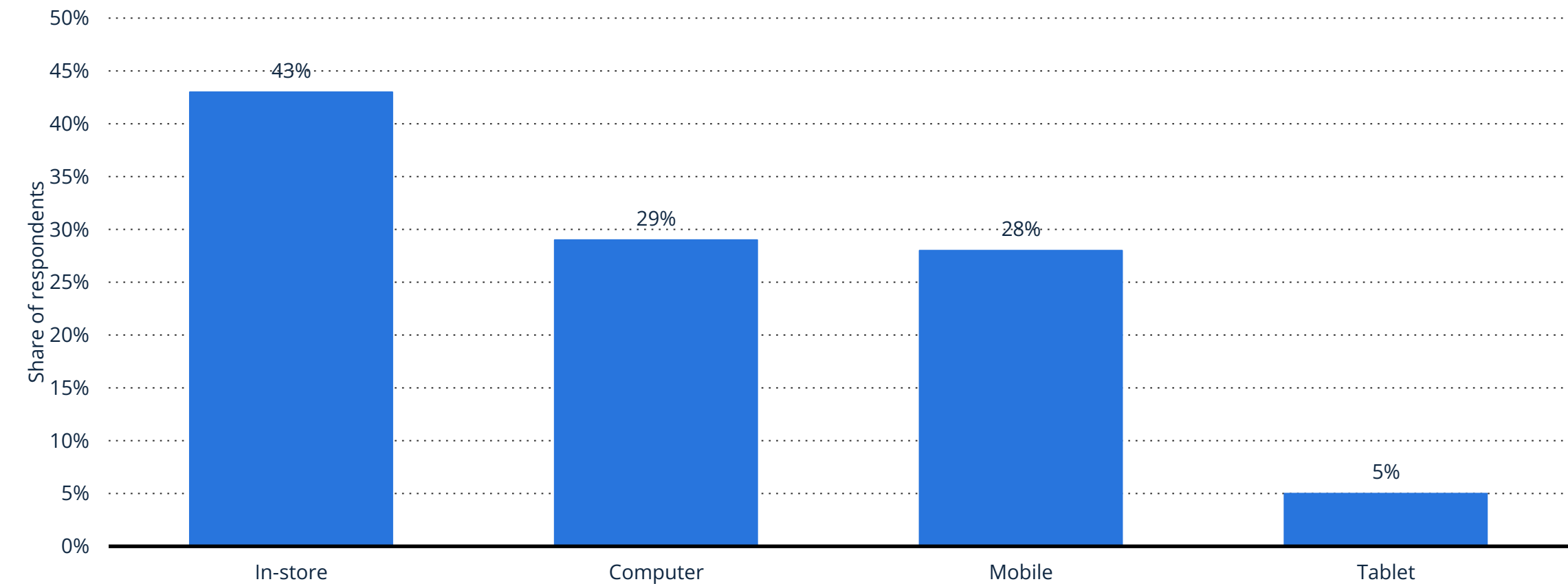
Leading purchase channels for luxury goods in Europe in 2023

Top luxury purchase channels in Europe 2023



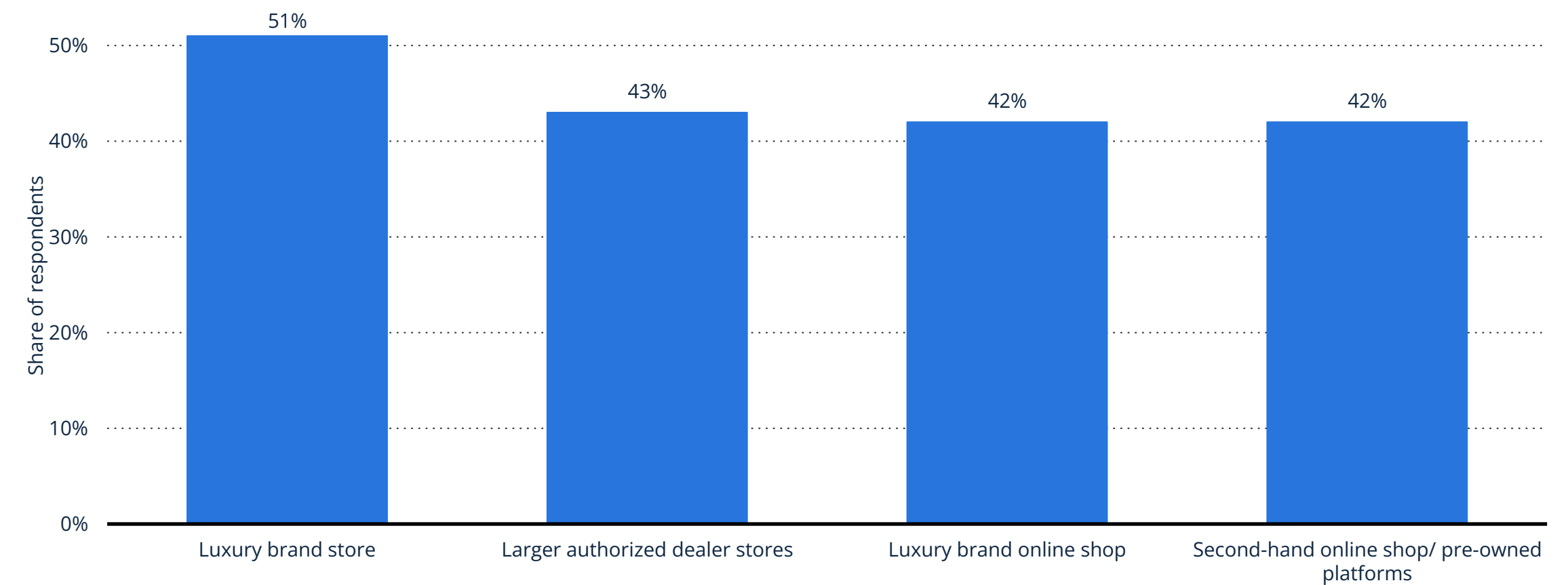
Leading purchase channels for luxury goods in France in 2023

Top luxury purchase channels in France 2023



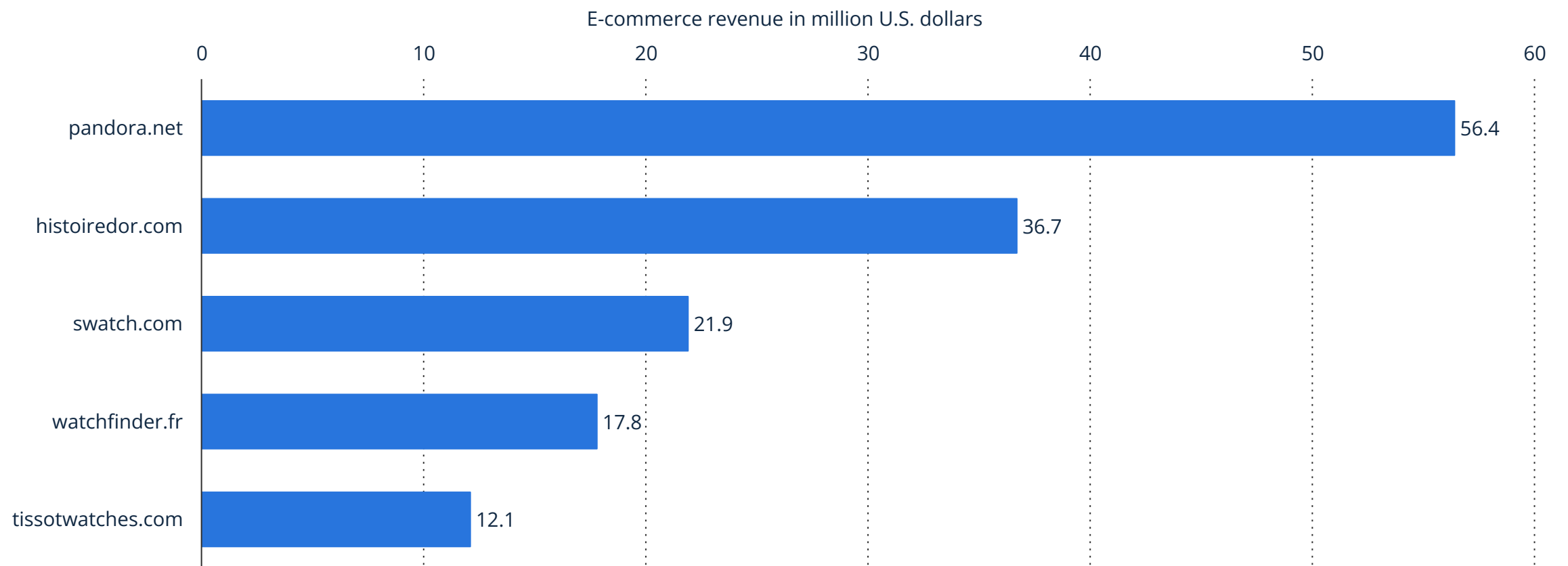
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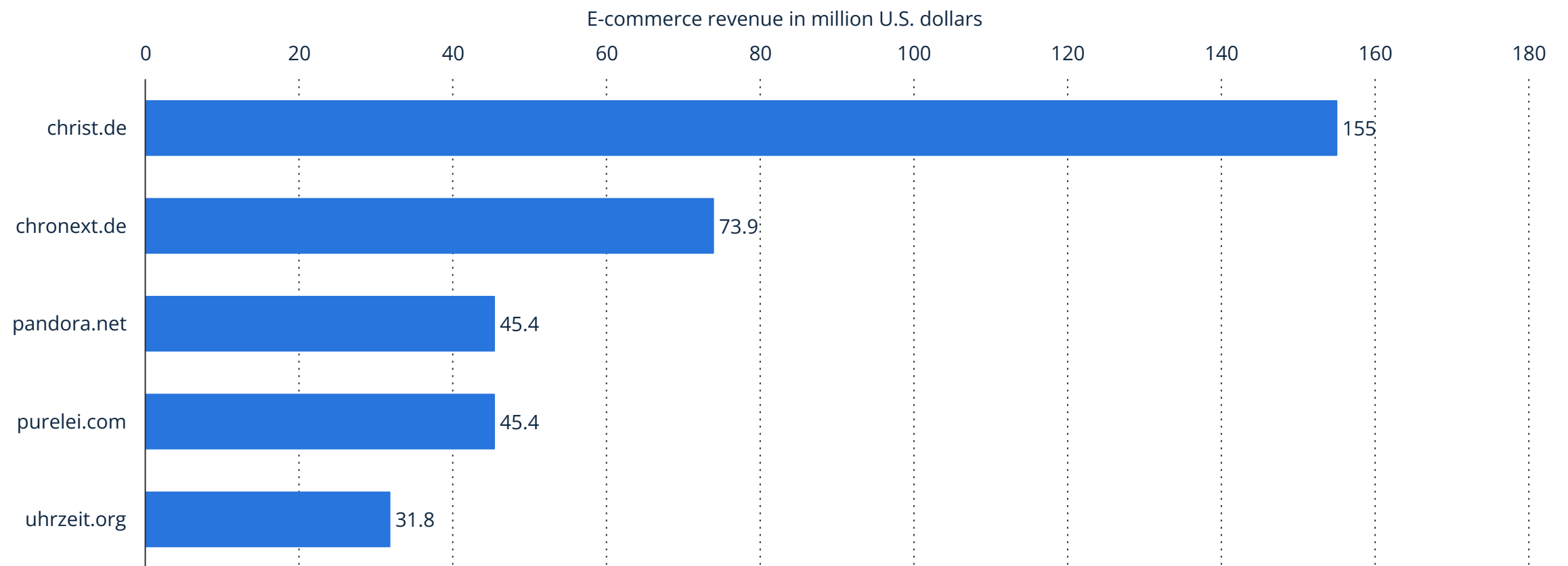
Most popular online stores in the jewelry and watches segment in France in 2022, by e-commerce net sales (in million U.S. dollars)

Jewelry & watches: top 5 online stores in France 2022, by net sales



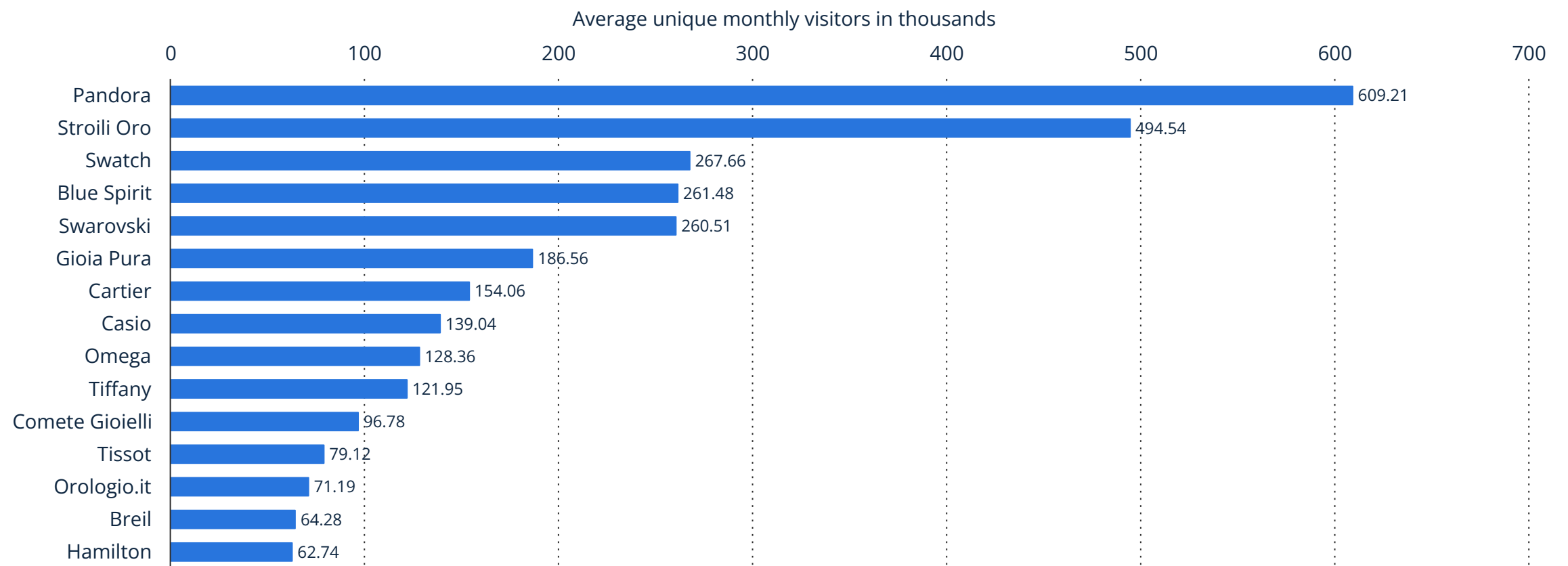
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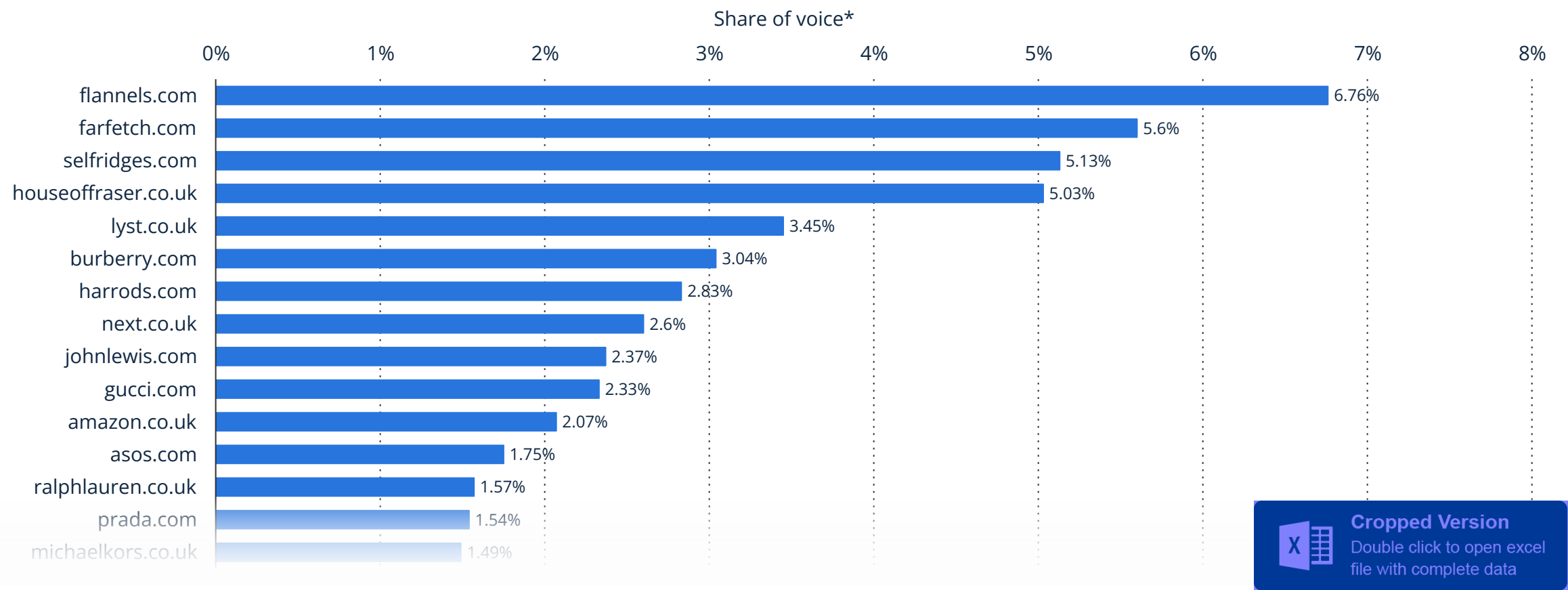
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Leading luxury fashion websites in the United Kingdom (UK) in the 3rd quarter 2023, by share of voice

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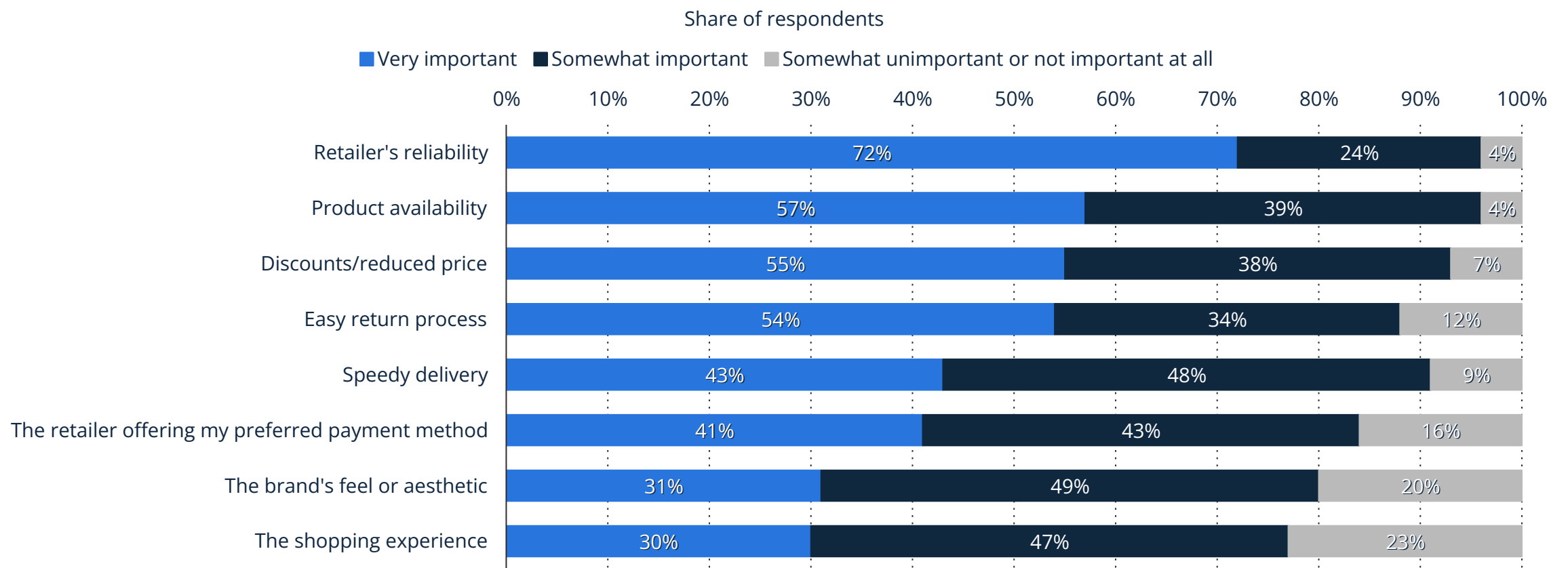


CHAPTER 03

Consumer behavior

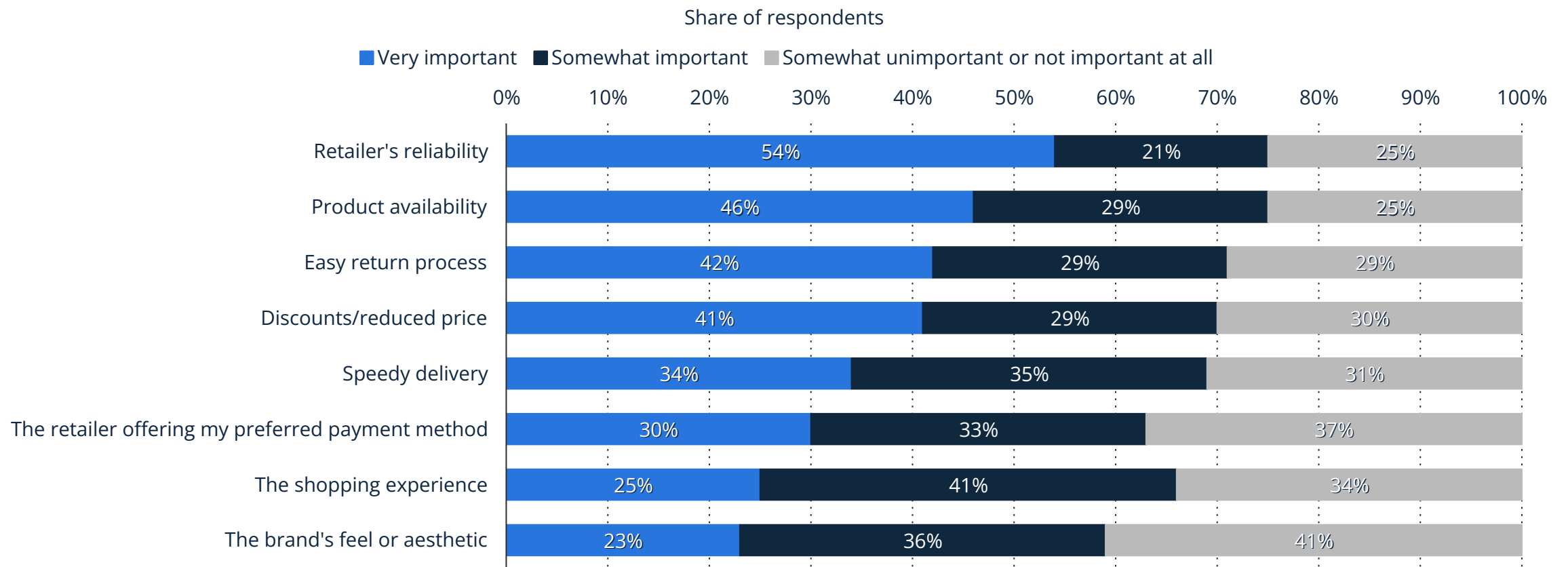
Most important factors when shopping for luxury items online in Europe in 2023

Key factors driving luxury e-commerce sales in Europe 2023



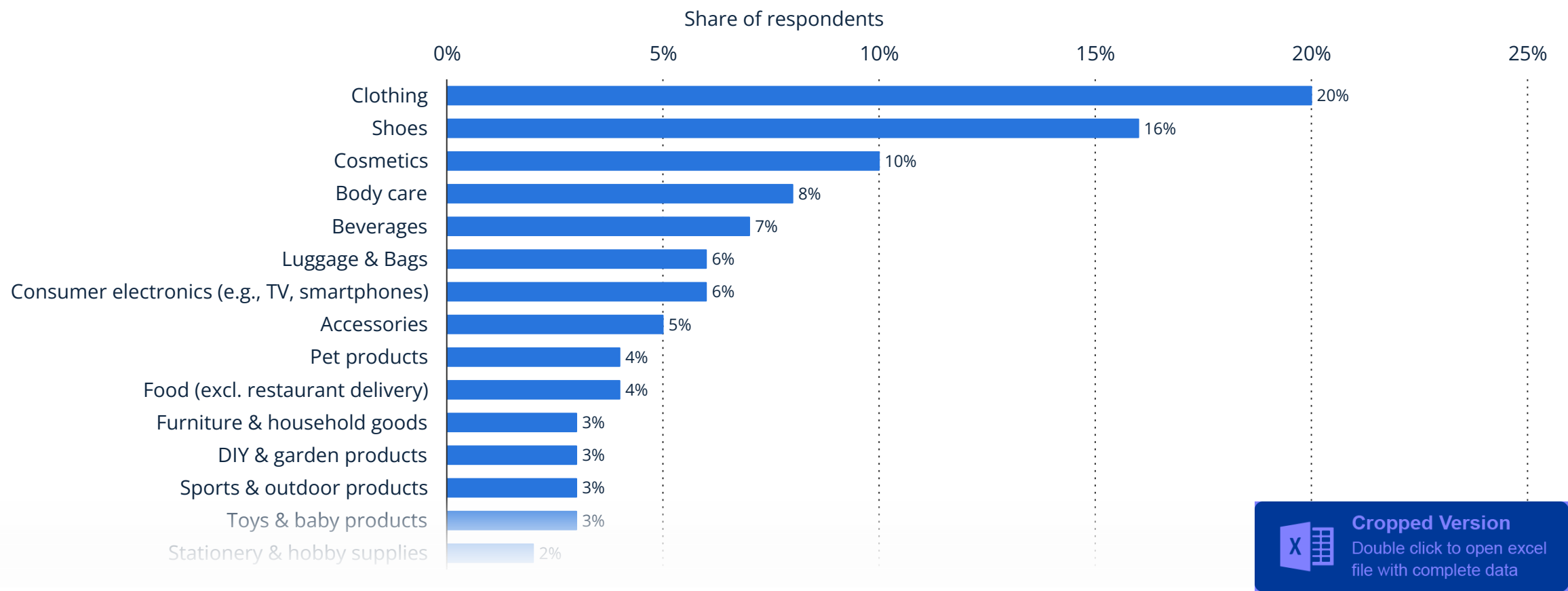
Most important factors when shopping for luxury items online in France in 2023

Key factors driving luxury e-commerce sales in France 2023



Most purchased luxury items online in France as of September 2023

Online luxury purchases in France 2023, by product category



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