

CONSUMERS & BRANDS

Luxury goods in Germany

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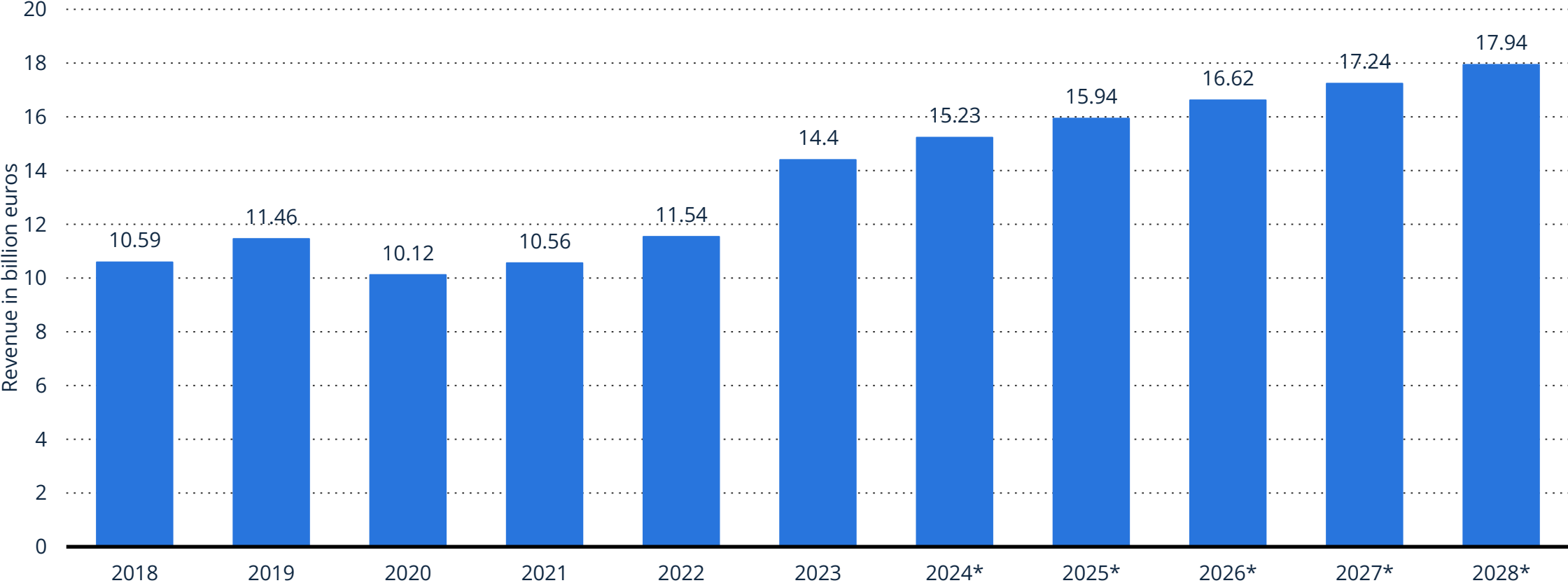
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CHAPTER 01

Overview

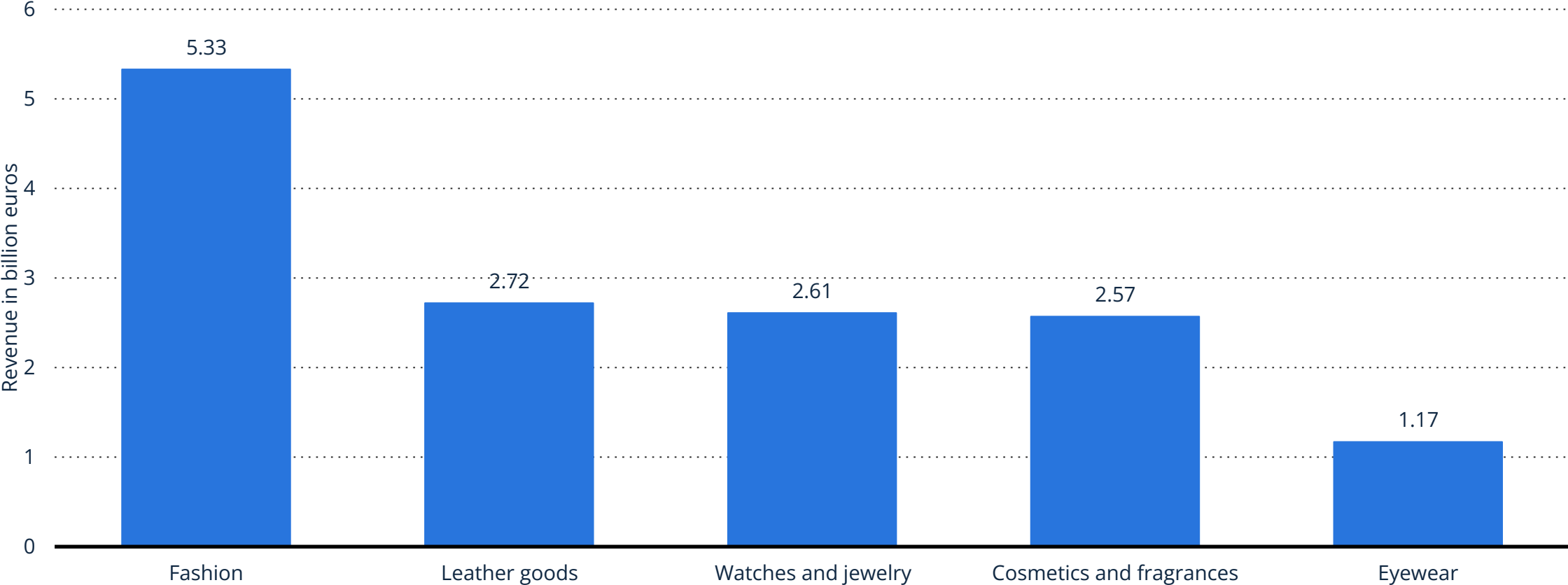
Luxury goods revenue in Germany from 2018 to 2023 (in billion euros)

Luxury goods revenue in Germany 2018-2023



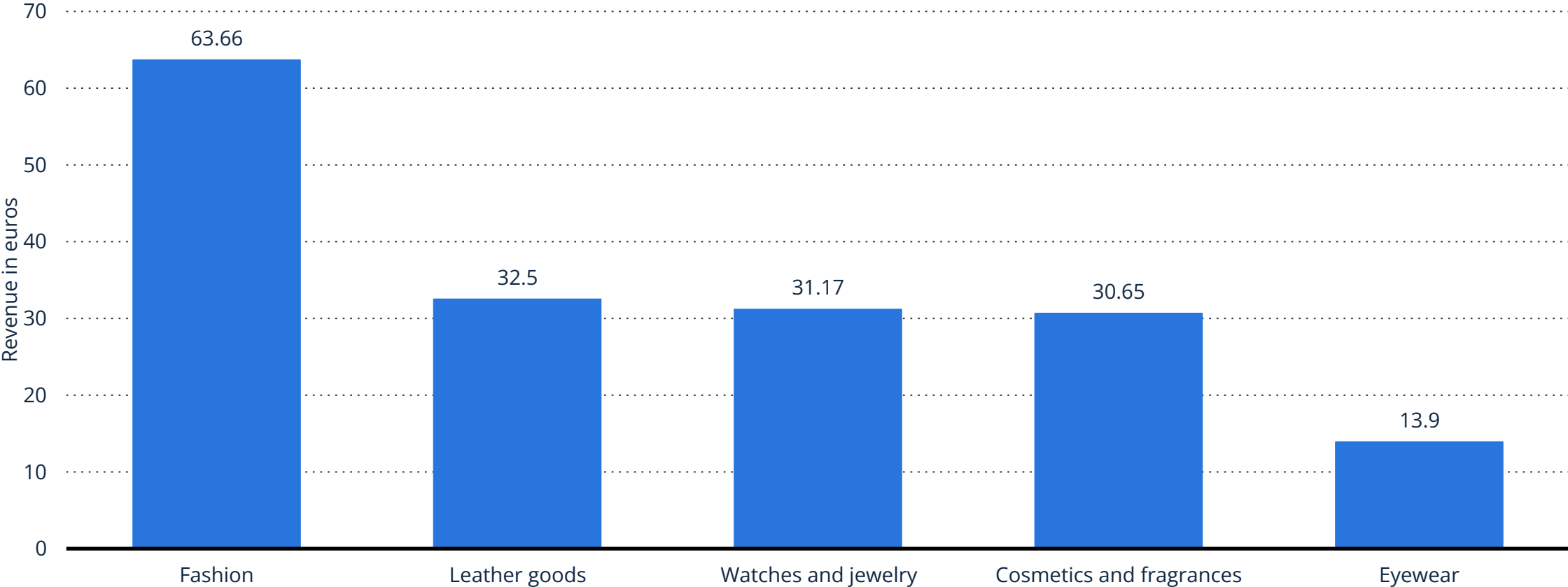
Luxury goods revenue in Germany in 2023, by segment (in billion euros)

Luxury goods revenue in Germany 2023, by segment



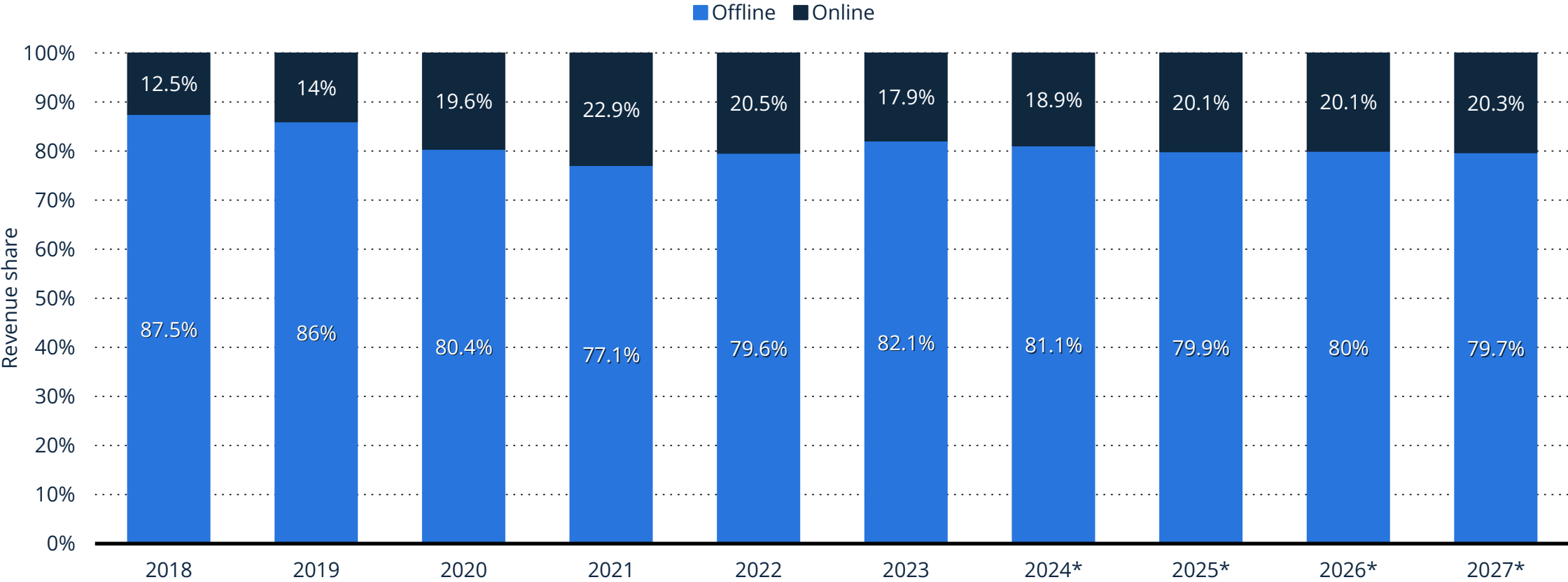
Luxury goods revenue per capita in Germany in 2023, by segment (in euros)

Luxury goods revenue per capita in Germany 2023, by segment



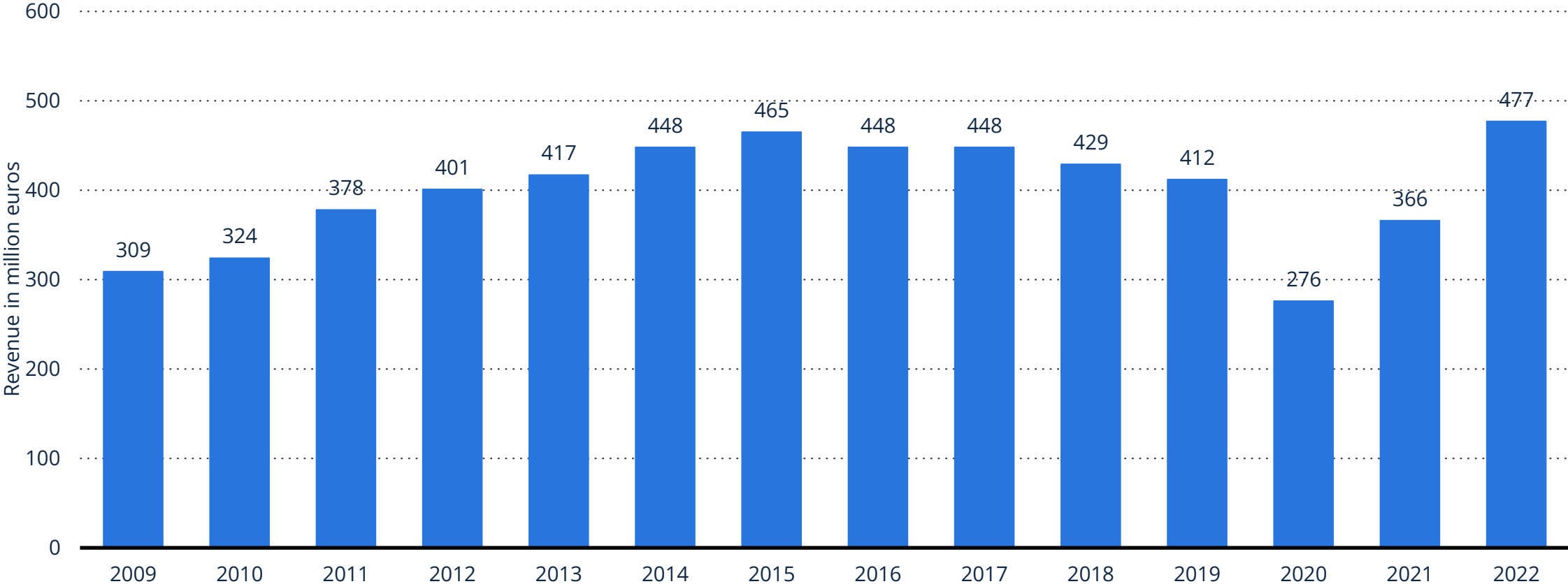
Luxury goods online revenue share in Germany from 2018 to 2023

Luxury goods online revenue share in Germany 2018-2023



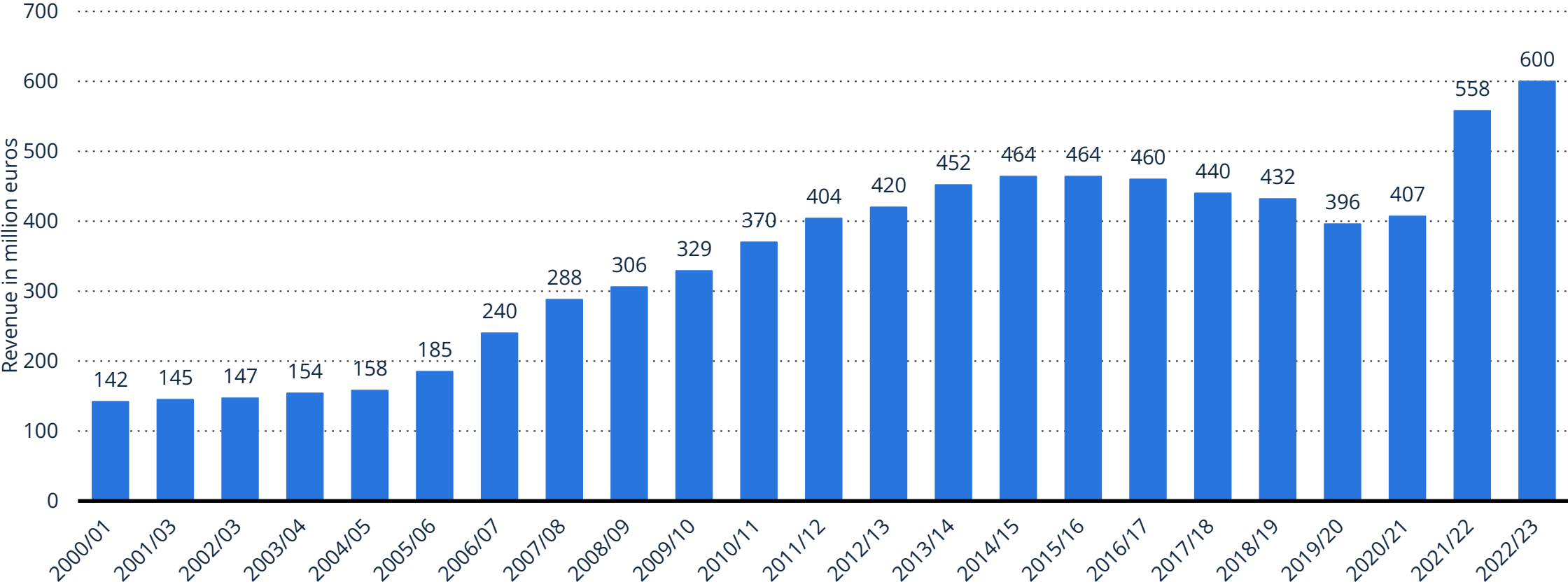
Revenue of Hugo Boss in Germany from 2009 to 2022 (in million euros)

Revenue of Hugo Boss in Germany 2009-2022



Revenue of Marc O'Polo in Germany from 2000/01 to 2022/23 (in million euros)

Revenue of Marc O'Polo Germany 2000-2023

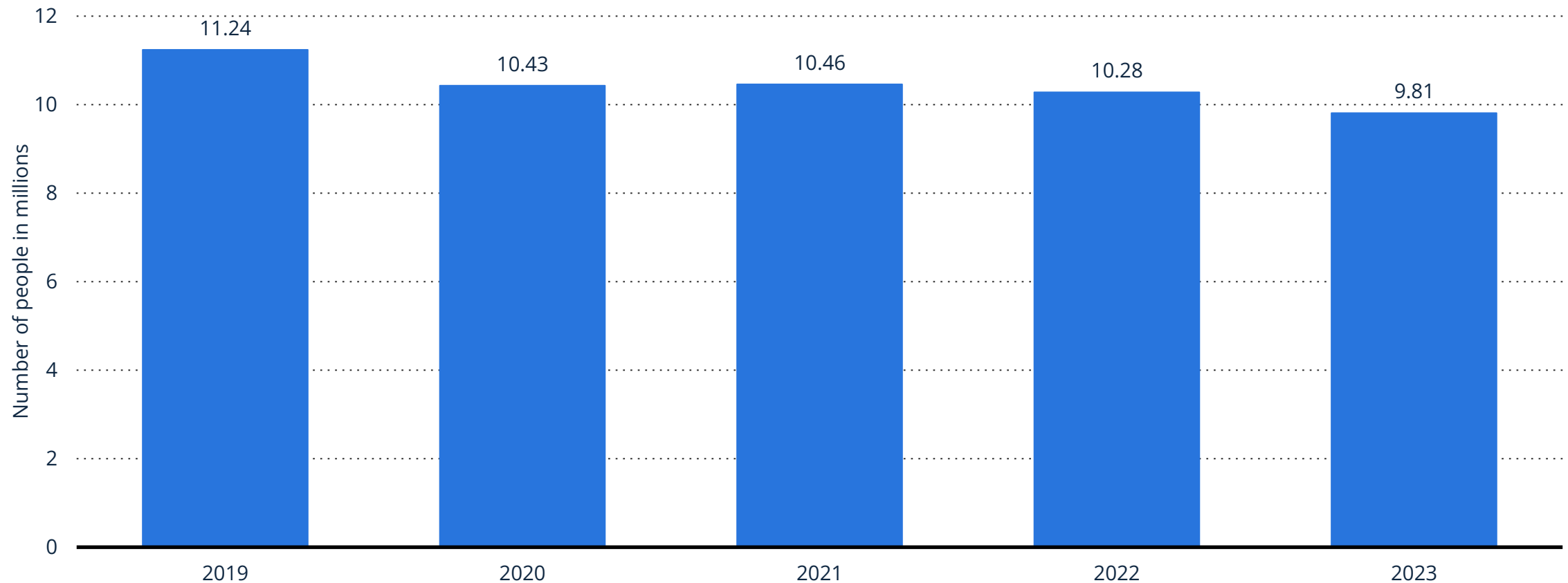


CHAPTER 02

Luxury goods purchases and ownership

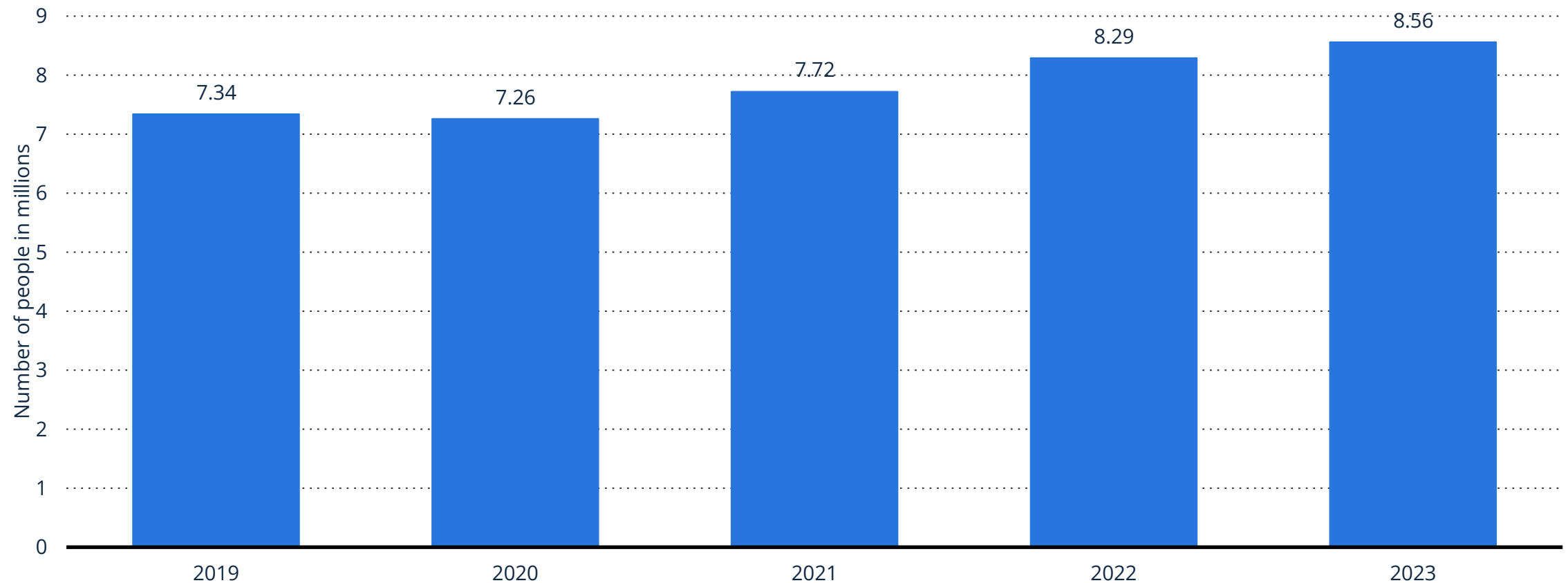
Number of people in Germany owning exclusive eyeglasses from 2019 to 2023 (in millions)

Number of people in Germany owning exclusive eyeglasses 2019-2023



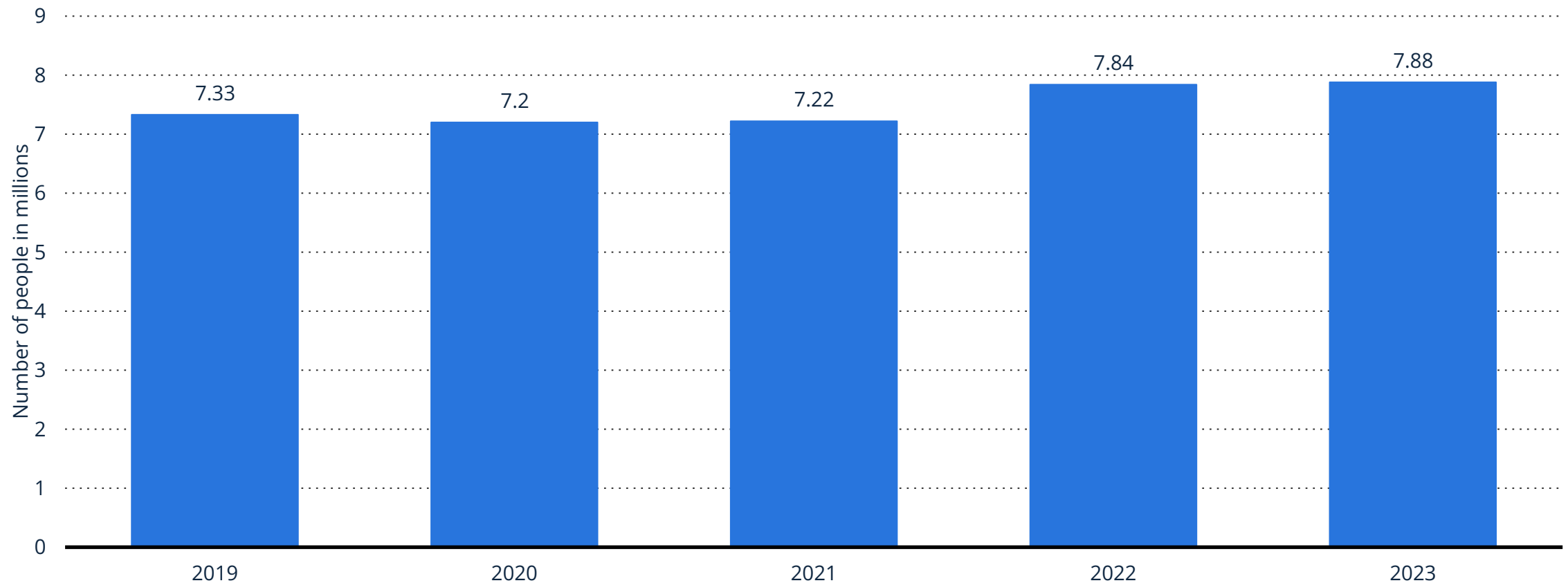
Number of people in Germany owning a luxury watch from 2019 to 2023 (in millions)

Number of people in Germany owning a luxury watch 2019-2023



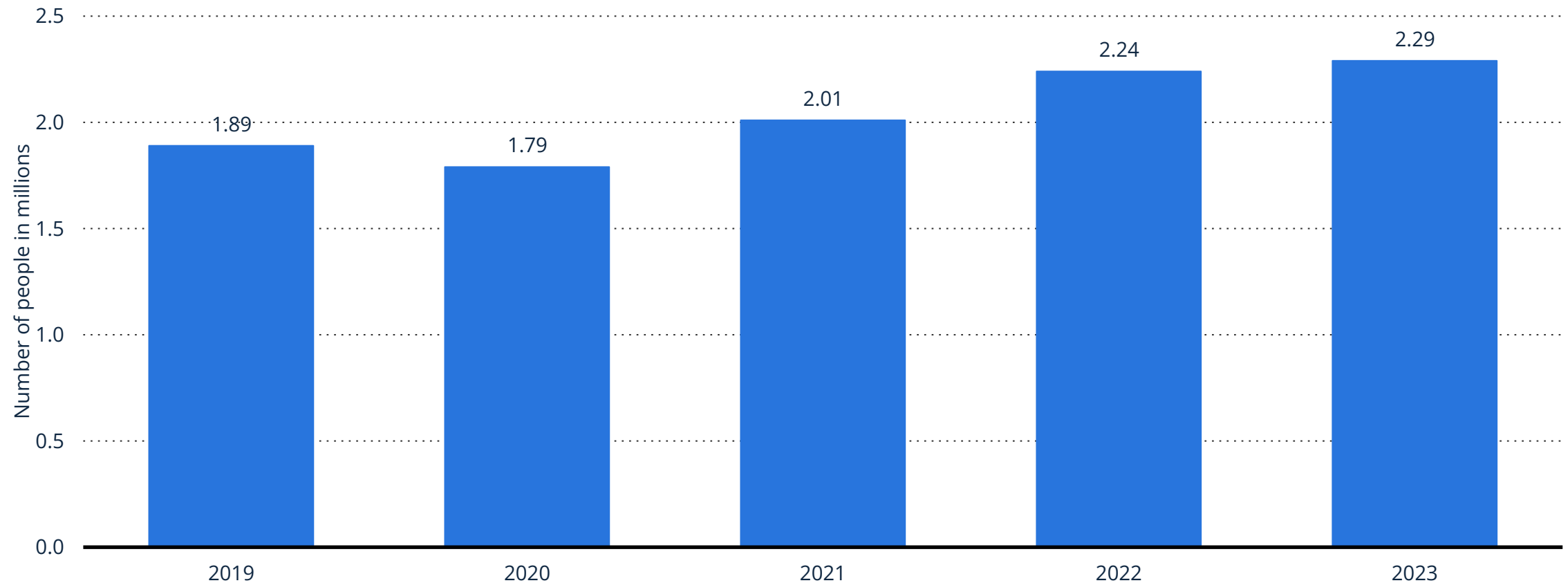
Number of people in Germany owning valuable jewelry from 2019 to 2023 (in millions)

Number of people in Germany owning valuable jewelry 2019-2023



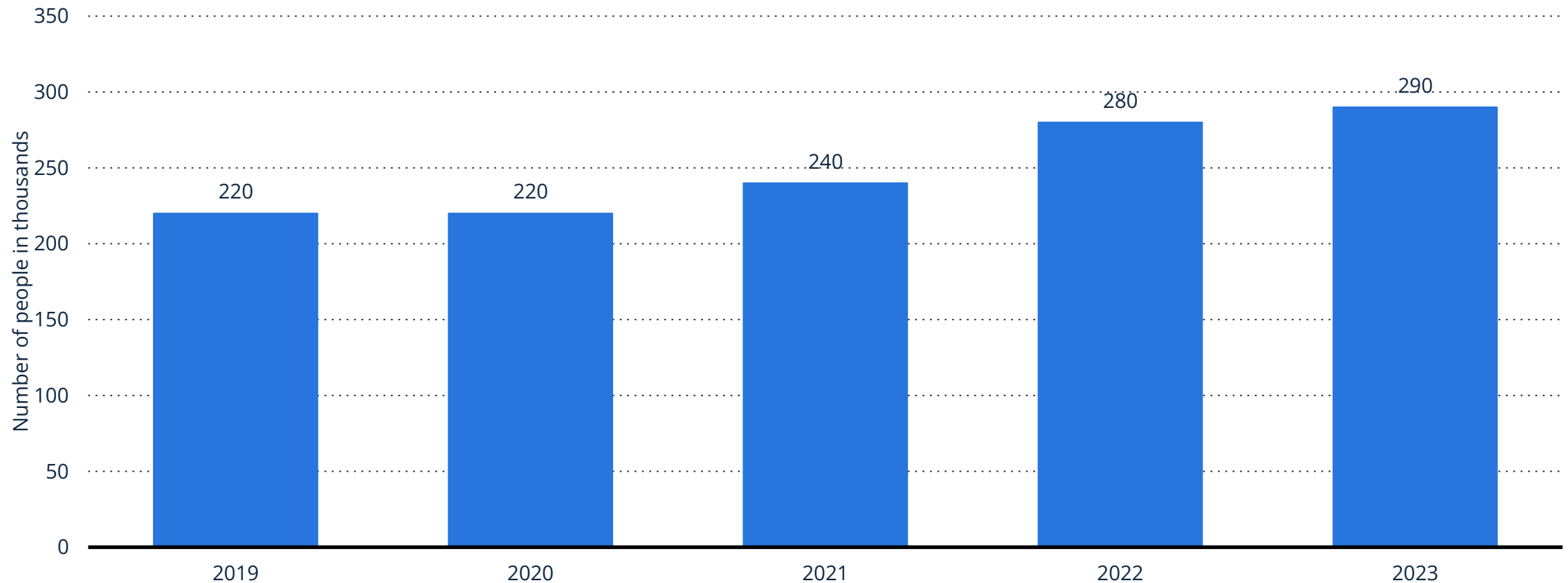
Number of people in Germany owning valuable luggage from 2019 to 2023 (in millions)

Number of people in Germany owning valuable luggage 2019-2023



Number of people in Germany owning a motor yacht from 2019 to 2023 (in 1,000)

Number of people in Germany owning a motor yacht 2019-2023

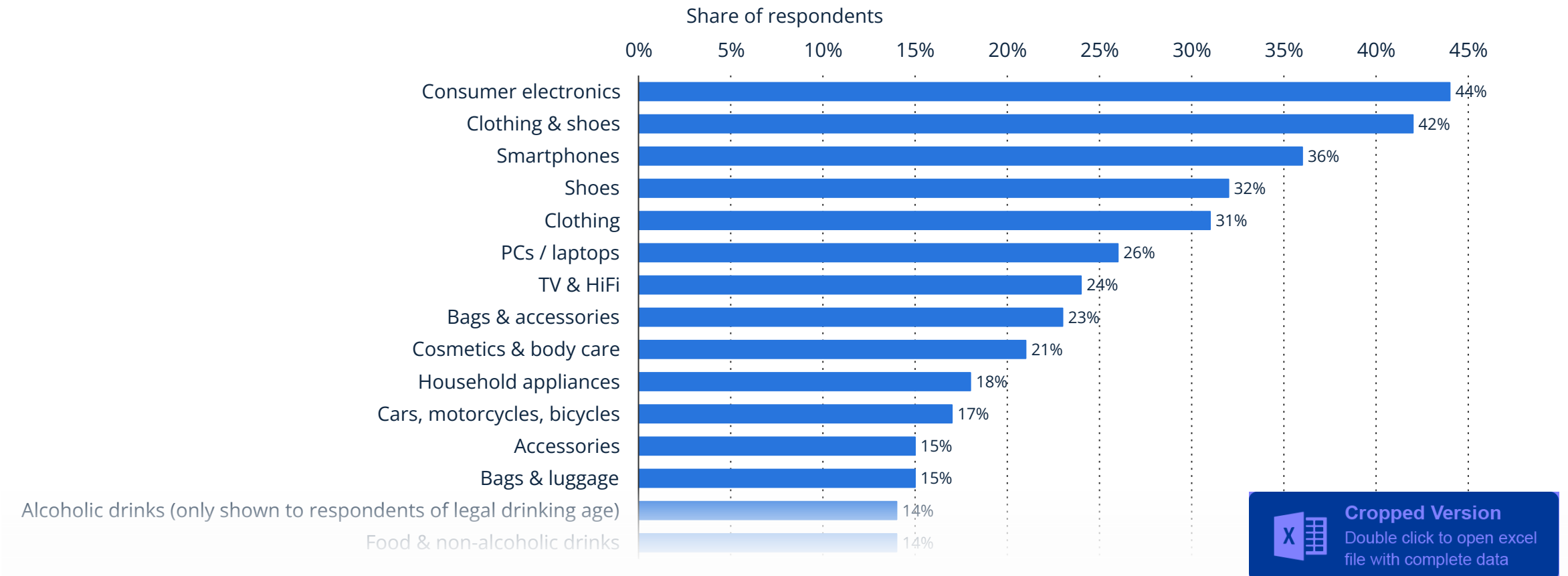


CHAPTER 03

Consumers

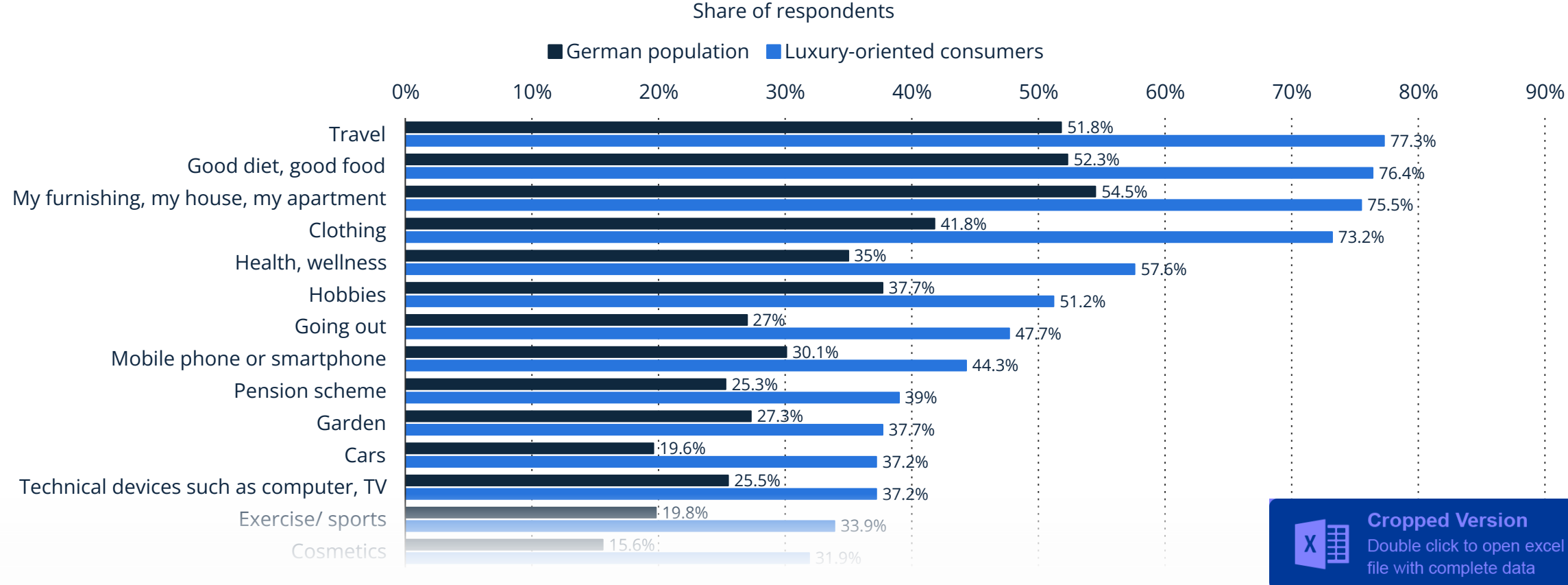
Importance of luxury/premium products by category in Germany as of September 2023

Importance of luxury/premium products by category in Germany 2023



Luxury-oriented consumers in Germany with a high willingness to spend compared to the population in 2023, by product group

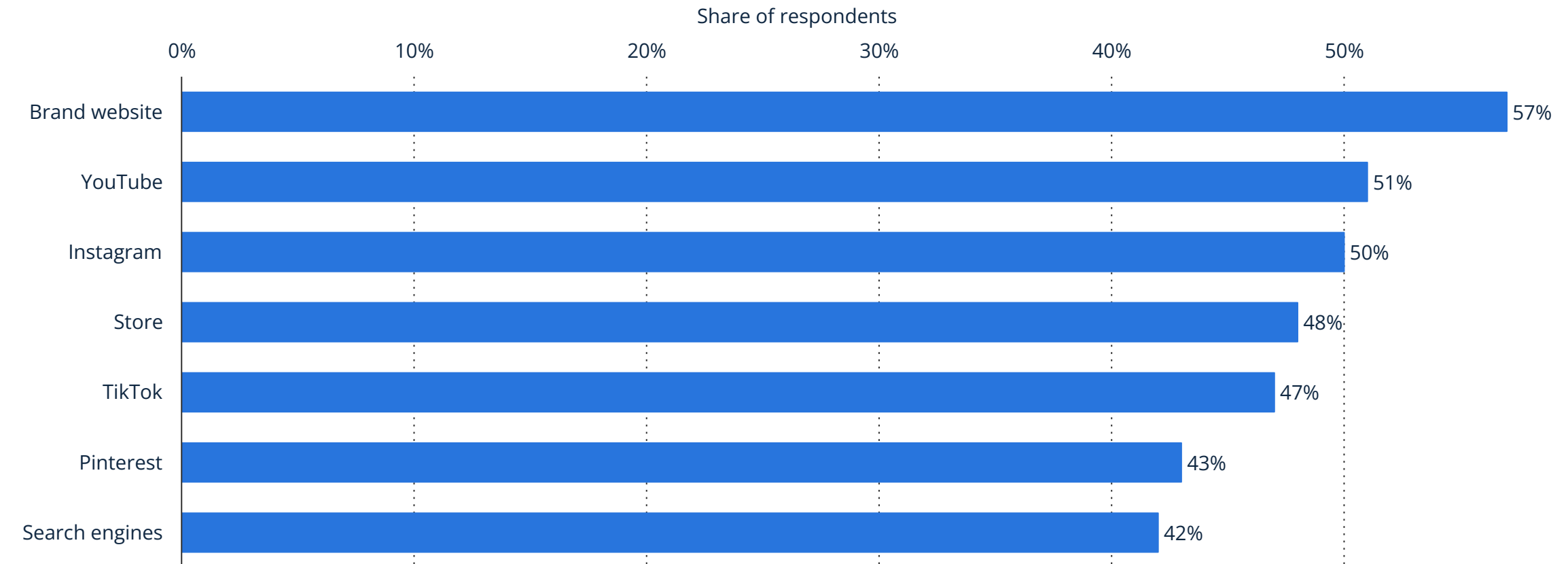
German luxury-oriented consumers with a high willingness to spend 2023, by product



Cropped Version
 Double click to open excel file with complete data

Sources of luxury product information used by luxury product buyers in Germany as of late 2022

Top sources for luxury product information in Germany 2022



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