

European Luxury Ecommerce Report 2023

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

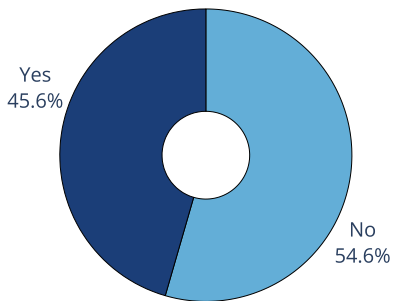
93%

Of European consumers spend up to €500 a year on luxury items

56%

Of European luxury shoppers are driven by discounts and bargains

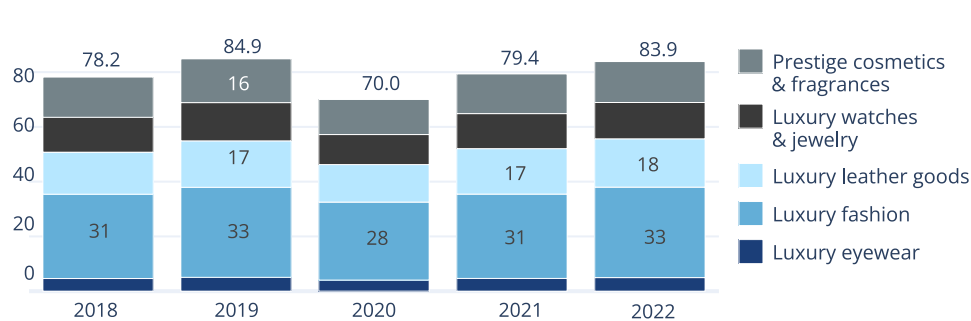
Familiarity with the metaverse, Europe, 2023



Based on 3210 individuals in Europe, aged 16-83, Mar 2023. Question: "Are you familiar with the Metaverse?". Results have been stratified by age and gender

Source: RetailX Consumer Observatory © RetailX 2023 RXSLXEU23RP-CS-10-v3

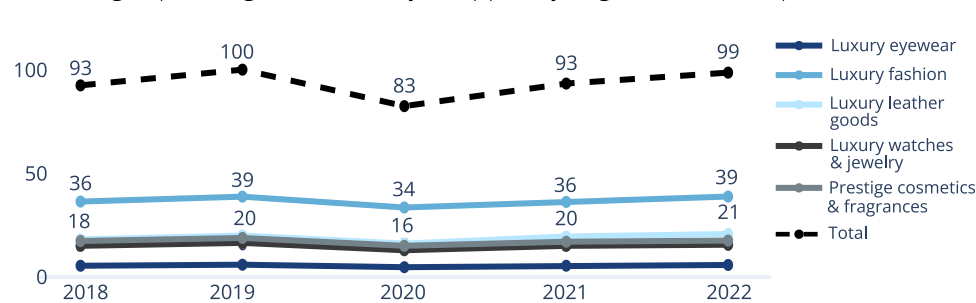
Annual revenue for the Luxury market (€bn), Europe, 2018-22



Source: Statista Market Insights

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Average spending of the Luxury shopper by segment (€), Europe, 2018-22



Source: Statista Market Insights

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Unlike other sectors, the pandemic didn't prove to be a boost to online sales for European luxury and it has taken until 2022 for the sector to get back to revenues close to its 2019 high. However, it has managed embraced technology and is pioneering the role of tech in omnichannel, cross-border retail.

Download the full report: <https://internetretailing.net/research/retailx-sector-reports/Europe-Luxury-Sector>



62%

Of Europe's luxury shoppers buy apparel

47%

Of shoppers have bought Tommy Hilfiger in the past three years – making it the most shopped luxury brand in Europe

76%

Of consumers in Europe buy sustainable luxury

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