

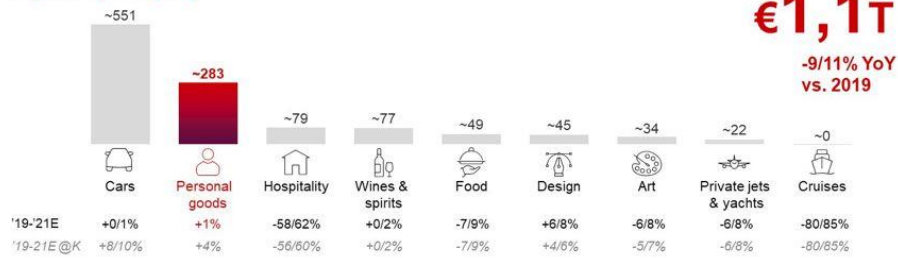
BAIN-ALTAGAMMA Luxury study, 2021

KEY FIGURES & TRENDS
11TH NOVEMBER 2021



Global luxury market

Segments (2021E | €B)



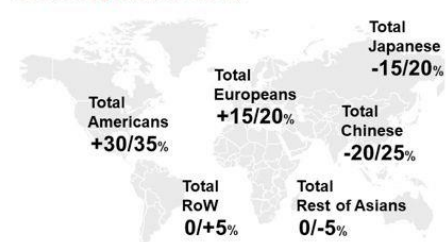
2021 personal luxury market: the beginning of the new luxury "twentennial"

Geographies and Nationalities

China and Americas engines of recovery



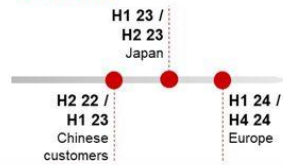
Solid Americans, yet Chinese spending to be recovered yet



An increasingly local and suburban market



All awaited great recoveries before 2024



Customers

'New' customer base & UHNWI gaining share

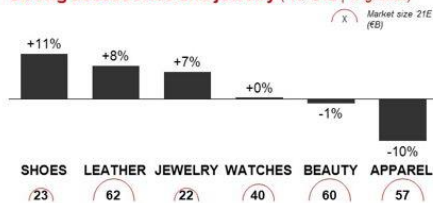


Young Gen leading the market to 2025F



Categories

Strong accessories and jewelry ('19-'21E | % growth)



Channels and Touchpoints

Digital and monobrand growing channels

