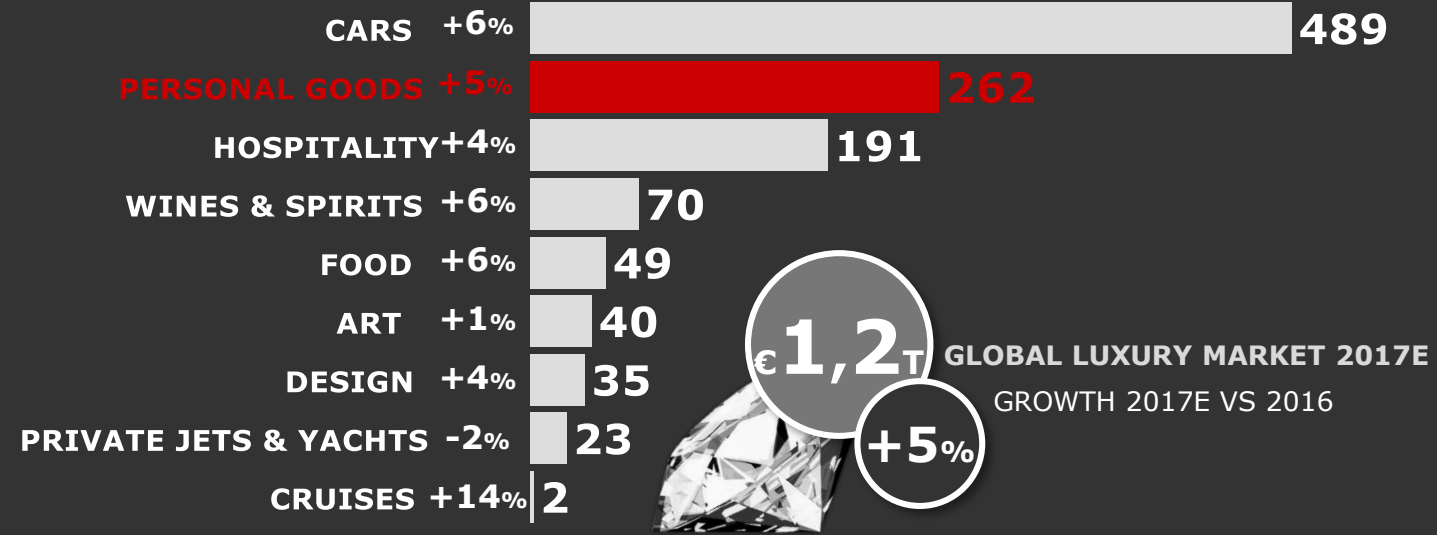


# BAIN LUXURY STUDY 2017

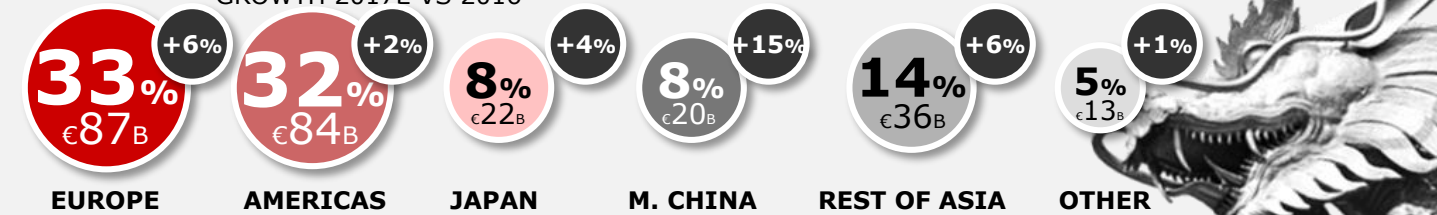
KEY FIGURES & TRENDS  
25<sup>TH</sup> OCTOBER 2017

## GLOBAL LUXURY MARKET SEGMENTS 2017E (€B)



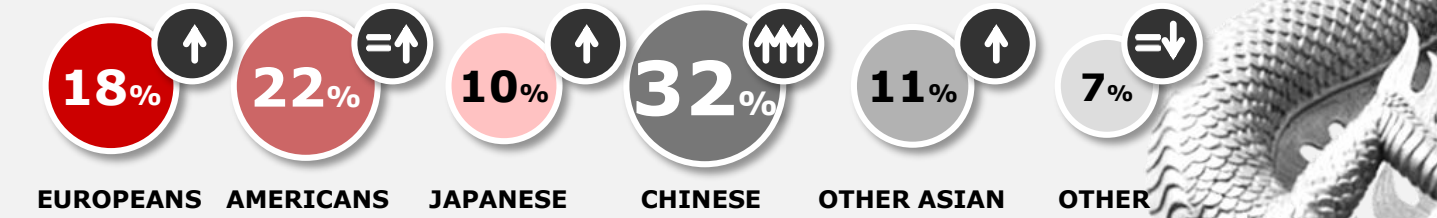
## PERSONAL LUXURY GOODS MARKET BY GEOGRAPHY 2017E

GROWTH 2017E VS 2016



## PERSONAL LUXURY GOODS MARKET BY NATIONALITY 2017E

GROWTH 2017E VS 2016



## Retail +8% 2017E vs 2016



Online +24%

Airport +12%

Wholesale +3%

Off-price +8%

BRISK SPECIALTY STORES +5%

DEPT. STORES STILL STUCK, BRANDS DOWNSIZE THEIR EXPOSURE

## % OF PERSONAL LUXURY GOODS MARKET BY CONSUMER GENERATION 2017E



## PERSONAL LUXURY GOODS MARKET GROWTH FORECAST

