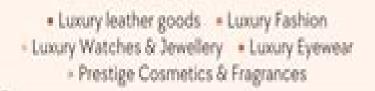
Luxury Market in China

Millennials are the biggest drivers of luxury market in China. They will account for 40% of global luxury sales in 2024.

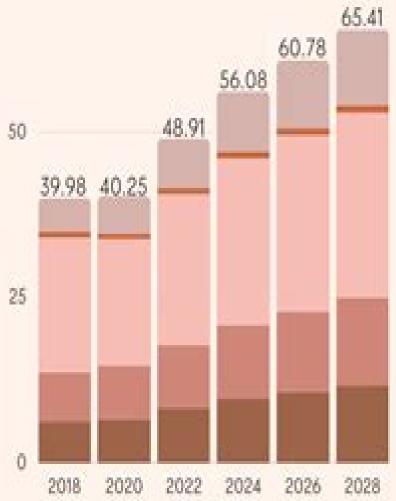
Many luxury shoppers come from China's growing middle class, which is expected to reach 75% by 2030.

As of 2023, the biggest trends are:

- sustainability
- streetwear and casual wear
- timeless and classic designs
- customisation and personalisation
- influencer marketing campaigns
- collaborations with Chinese designers









Luxury China Market Opportunities And Potential

Rosina Ehmann

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