

THE
GLOBE
AND
MAIL

INSIDERS

Luxury Retail Study September 2022



Introduction

Objective and Methodology

The Globe wanted to learn more about our readers' habits when it comes to purchasing personal luxury items.

We reached out to our Globe Insiders to ask them about:

- Which categories they purchased/were considering purchases in
- Whether they bought in-store or online
- The luxury retailer store types they shop from
- Whether they were delaying a planned luxury purchase
- What they considered important when thinking of a luxury brand
- Which media influence their brand decisions

Survey Period:

September 8 - 14, 2022

Survey Participants:

1,449 respondents (39% response rate)



Summary

41% of Globe readers have made a luxury purchase in the last 12 months

- 32% of those who did not make a purchase are planning to do so in the next 12 months
- The top luxury purchases were high-end clothing, footwear, eyewear, watches, jewellery, handbags, luggage, cosmetics, fragrances and skincare

Most of these luxury purchases were made in-store

- 74% of Globe readers purchased items exclusively in-store
- Eyewear was the top item purchased in-store followed by bags, luggage and handbags

Globe readers, when buying retail, purchase in high-end retail stores

- 64% of in-store shoppers purchased in a specialty or boutique store
- 32% of in-store shoppers purchased in the brand's own store
- 69% agreed that they researched personal luxury items online before making a purchase

Despite possible recession and ongoing inflation, Globe readers planning a personal luxury item purchase are going forward

- 46% of those who indicated that they are planning to purchase a personal luxury item in the next 12 months are not delaying their purchase
- Of those delaying, about 1 in 5 mentioned that the reason was due to lack of availability

Globe Readers buy personal luxury items for their quality

- 98% of readers said that quality is either somewhat or very important when deciding on a brand
- Globe readers are also very price conscious – 80% indicated that price is important when they decide on a brand

Source: Globe Insiders panel, Globe Luxury Retail Survey, September 8 - 14, 2022 (n=1,449)

