



GLOBE INSIDERS



Luxury Retail Study
February 2025

Introduction

Objective and Methodology

To renew our understanding of The Globe and Mail readers' personal luxury items* buying behaviour.

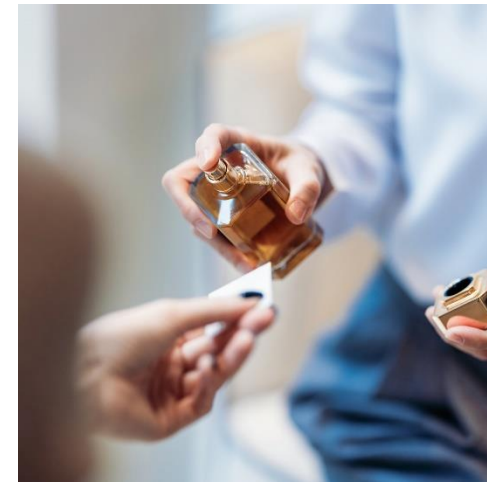
Some of the questions we asked our Globe Insiders considered:

- If they purchased a personal luxury item in the past 12 months
- How important various aspects, such as using locally sourced materials or custom-made craftsmanship were to them when buying personal luxury items
- Who they bought personal luxury items for
- If they planned to buy any personal luxury items in the next 12 months
- Whether they preferred to buy in-store or online and how important the in-store experience was to them
- If they delayed the purchase of a personal luxury item and if so, why

*Globe Insiders were supplied with the following in the survey introduction to help them define personal luxury items: *“For the purposes of this survey, personal luxury items are defined as high-end products such as designer clothing, fine jewellery, and other items typically associated with high quality, higher price points, and exclusivity.”*

Survey Period: February 6, 2025 – February 10, 2025

Survey Participants: 1,239 (35% response rate)





Luxury Retail Study Summary

67% of Globe readers have bought a personal luxury item in the past 12 months

- 47% bought clothing
- Among luxury good buyers, an average of three categories (clothing, shoes, leather goods, fragrances, watches, etc.) were purchased from
- Among luxury clothing buyers:
 - 83% bought for themselves
 - 67% bought in-store
- More than 70% of previous personal luxury item purchasers considered ethical production, custom craftsmanship and sustainability to be important
- Quality is the most important aspect of personal luxury items – 96% of previous and/or past buyers consider it important

20% of those who bought a personal luxury item in the past 12 months plan to do so again in the next 12 months

- 80% prefer to buy personal luxury items in a Canadian store
- 13% have delayed or plan to delay a luxury item purchase
- 39% find inspiration for luxury brands they are interested in through friends, family or colleagues

40% of Globe readers own or are interested in luxury watches

- 7% own multiple luxury watches
- 18% own a luxury watch





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