

LUXURY HABITS

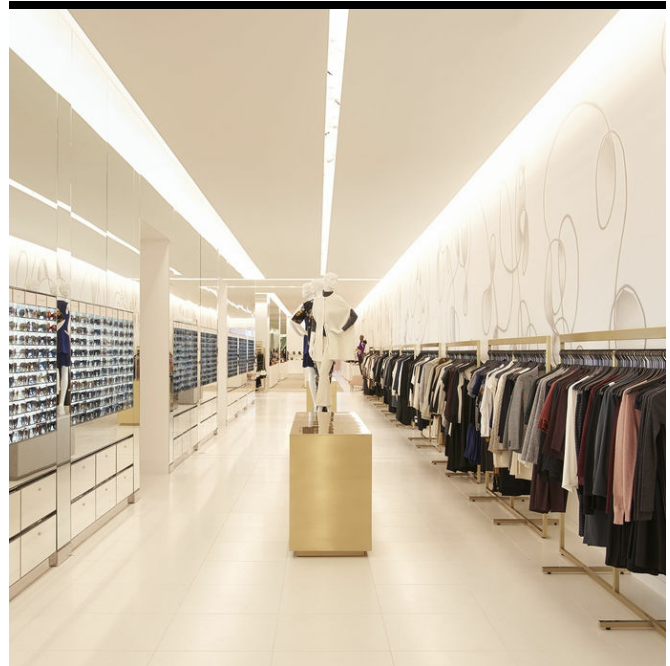
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05 : 04 : 2017

Luxury : Gender : Retail

New York – A new US survey reveals the difference in luxury spending habits between men and women.

- : Overall, men spent £31.3m (\$39m, €36.5m) on luxury in the past year, compared to £22.5m (\$28m, €26.2m) from women**
- : In the past year, men purchased an average of 2.9 items, whereas for women the figure was 2.8**
- : The report concluded that men spend more on luxury products for people other than themselves**



The report, by **Shullman Research Center**, has been released to influence how brands might market to different demographics. It concluded that men are more likely to purchase luxury items than women, and are more likely to buy luxury items for people other than themselves.

Although 58% of luxury spending in the past year was by men, compared to 42% from women, the number of luxury items purchased was almost the same. In the same period, an average of 2.9 items were purchased by men and 2.8 by women. The report also concluded that men are more likely to purchase a luxury item for someone else. Despite that, self-purchases were the most popular, accounting for 79% of purchases by men and 89% by women.

'Brands and their agencies need to go out into their marketplaces and listen very carefully to how their customers and prospects discuss their categories and brands,' says Bob Shullman, founder and CEO at Shullman Research Center, New York. 'Don't think you know the appropriate messaging.'

The Big Picture

With luxury spending habits varying depending on gender, it is important to market your products appropriately. For more on the opportunities emerging in the luxury sector, see our [Luxury Futures 2016](#) report.