

KANTAR

DECODING LUXURY

THROUGH
DIGITAL
SIGNALS

What billions of searches reveal about
how luxury is seen, sought, and sold

Leveraging 8.5B+ searches across
30 brands over 4 years, USA



LUXURY IS IN FLUX

ARE YOU TRACKING THE SIGNALS THAT MATTER?

CONTEXT

After years of record growth, the luxury industry is facing a new reality.

Once defined by timelessness and exclusivity, it is now shaped by volatility, shifting values, and a consumer base that's harder to pin down. And yet the desire for luxury has not disappeared. It's just moving in new, less predictable directions.

5+ BILLION

Fashion-related queries are made in the U.S. each year, search has become the front door to luxury. It's where discovery, evaluation, and aspiration begin.

That's where [BrandDigital](#) comes in. Built on millions of digital signals, BrandDigital reveals where attention is flowing; brand by brand, month by month in one of the most emotionally driven and hard-to-measure categories in the world.

IT SHOWS:



Which luxury brands are gaining ground, and which are quietly fading



Where consumer curiosity is rising before wallets open



How desire shifts across tiers; from timeless icons to accessible disruptors

This report offers a lens into the signals shaping the U.S. luxury market today.

It provides a compelling view on how:

1
2
3

You can stay closer to your consumers

You can track how desire is evolving on the ground

You can identify where your next wave of growth may come from

In luxury, attention is the first asset. And those who understand where it's going will be the ones who remain truly desired.

BrandDigital traces the path from interest to intent, diagnosing brand predisposition gaps while uncovering new category entry points.



We used digital signals over a period of four years to understand what people search* for in the context of a pre-defined set of luxury brands.

30 Brands covered: Armani, Aspesi, Balenciaga, Bottega Veneta, Brunello Cucinelli, Burberry, Chanel, Dior, Dolce & Gabbana, Etro, Fendi, Ferragamo, Gucci, Hermes, Kenzo, Louis Vuitton, Max & Co, Max Mara, Missoni, Miu Miu, Moncler, Prada, Ralph Lauren, Roberto Cavalli, Salvatore, Sportmax, Tods, Trussardi, Tory Burch, Valentino, Versace.

*SOURCE: Kantar BrandDigital



BRANDED SEARCH
SHARE OF SEARCH
Understand brand size, potential market share, growth rate

30 BRANDS

SEARCH THEMES
KEY AREAS OF INTEREST
Understand broad category needs in context of what matters

12 AREAS

Clothes, bags, footwear, quality & authenticity, consumer, material, color & spec, product line/collection, places to buy, price & promotion, collabs/influencers, makeup

SEARCH OVER TIME
AVG. SEARCH VOLUME
Understand how much interest brands get each month and map change over time

4 YEARS

THE LUXURY SLOWDOWN IS REAL

THE MACRO CONTEXT

Luxury is under pressure. Global spending **DROPPED BY 1% IN 2024** marking the first contraction in **15** years

ONLY 1 IN 3 brands saw growth in 2024, a sharp fall from **95%** in 2021

50 MILLION consumers have exited the luxury market since 2022

Inflation, price fatigue, and fading exclusivity are **RESHAPING** buyer expectations

Source: [ELPAIS.COM](https://www.lpals.com)

DIGITAL SIGNALS CONFIRM

73% OF BRANDS tracked (22 of 30) saw a decline in search interest year-on-year, a clear drop in consumer curiosity.



Overall search volume across the category has softened, echoing the drop in real-world spend.

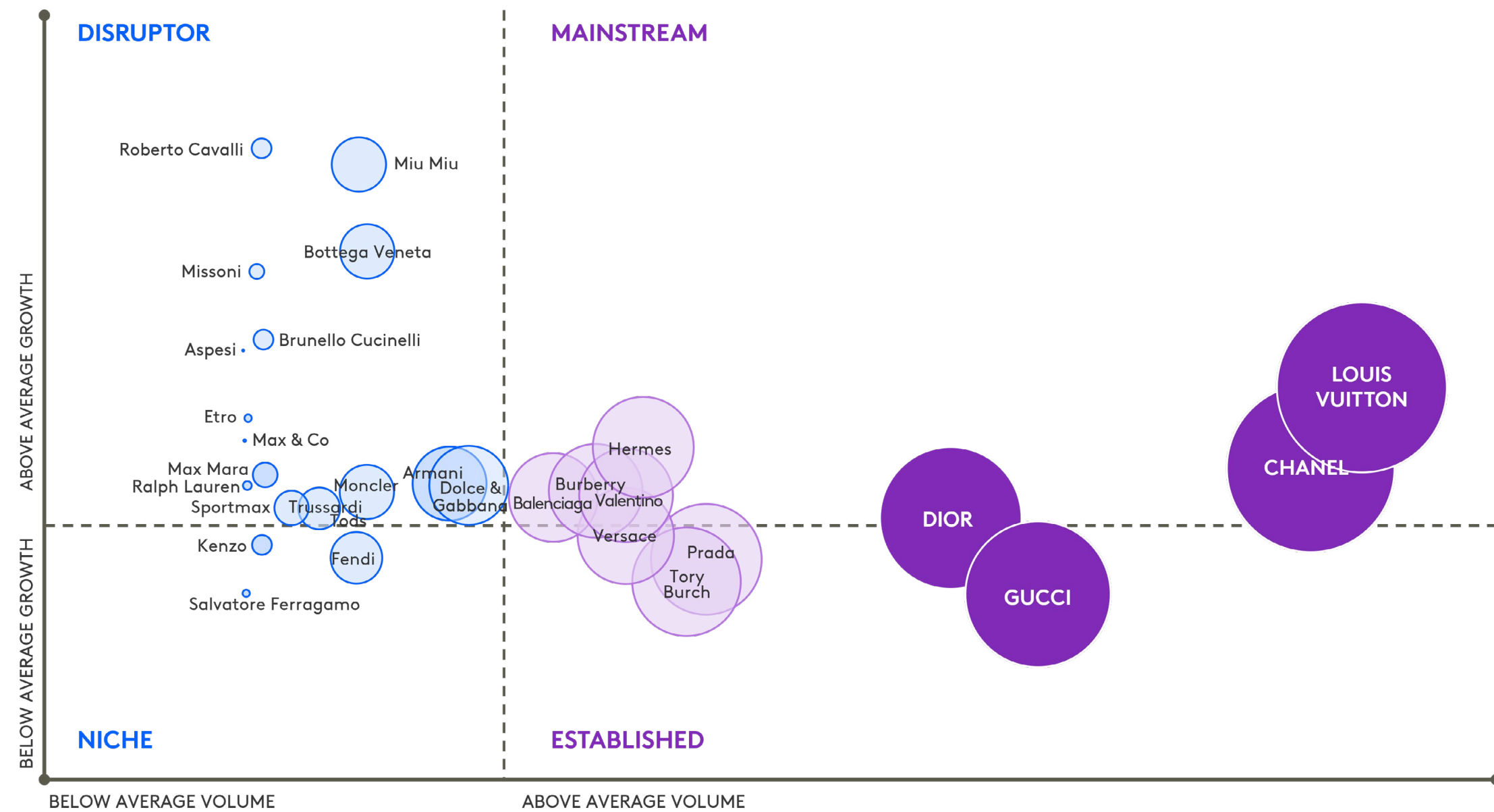


Interest is migrating: growth is concentrated in a few resilient brands and themes, while broader category attention is dispersing.



HEADLINES FROM THE RUNWAY OF DIGITAL SIGNALS

SHARE OF SEARCH & GROWTH: JULY '24 - JUNE '25



Base: 81.4m average monthly searches
Source: Kantar

- 1 Power is concentrated:** a handful of brands dominate attention.
- 2 Italian brands** are evolving. Miu Miu, Cavalli and Bottega Veneta are growing, defying the downturn.
- 3** Tory Burch is a standout among U.S. Brands.

POWER IS CONCENTRATED:
A HANDFUL OF BRANDS
DOMINATE ATTENTION

4 BRANDS

Louis Vuitton, Chanel, Gucci, and Dior account for nearly half of all luxury searches. **The top 10 brands drive over 80%**, reinforcing a market where legacy still leads. But dominance doesn't guarantee momentum. They lead today but who is shaping tomorrow's desires, codes, and conversations?

ITALIAN BRANDS ARE EVOLVING
IN REAL TIME

ITALY'S 21 BRANDS

paint a picture of luxury in transition. Only 7 show positive YoY growth, while many legacy names show steep YoY declines Gucci (-33%), Prada (-26%) and Versace (-21%).

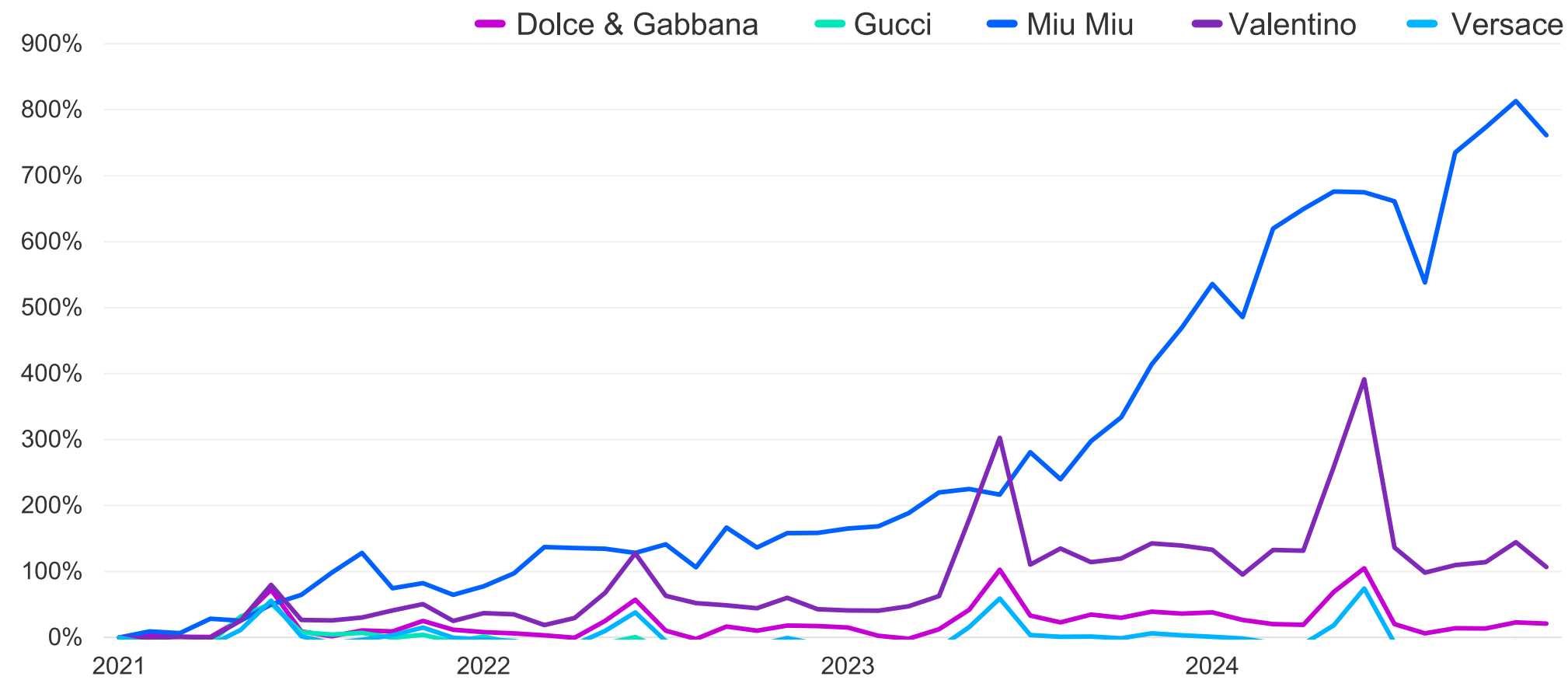
Smaller, less mainstream brands like Missoni (+30%), Brunello Cucinelli (+17%) gain traction. Miu Miu, Roberto Cavalli & Bottega Veneta stand out with double digit YoY growth, rewriting the rules in a contracting category.

TORY BURCH DOMINATES
U.S. BRAND SEARCH; BUT
MOMENTUM IS SLOWING

With over **4.6 MILLION** average monthly searches and a **6%** share of total category interest, Tory Burch leads the pack among American luxury brands, far ahead of legacy names like Ralph Lauren (44k). Yet a **-30% YoY** decline signals that visibility alone is not enough. Even stand out names must respond to a shifting consumer mindset.

DELVING DEEPER INTO MIU MIU

RELATIVE GROWTH BY BRAND



Base of all searches: 15.7m average monthly searches
Source: Kantar BrandDigital

LUXURY BRANDS USA:
JULY '24 - JUNE '25

1.2+ MILLION
AVERAGE MONTHLY SEARCH

+51% CHANGE IN SEARCH

+1% CHANGE IN SHARE

Source: Kantar BrandDigital

GROWTH DRIVERS BEHIND BRAND MOMENTUM

ACCESSORIES LEAD THE WAY:

Searches for **bags, shades, glasses** dominate signaling Miu Miu's strength in aspirational, high-style accessories that are often entry points for luxury buyers.

SNEAKER CULTURE MEETS HIGH FASHION:

Sneaker & New Balance searches reflect the success of Miu Miu's unexpected New Balance collaboration, an authentic, buzzworthy drop that created crossover appeal.

They capitalized on a cultural shift toward casual sophistication and unexpected pairings. While many collabs felt overdone, theirs was unexpected. Miu Miu brought prestige, New Balance brought everyday cool. Together, they nailed the new definition of luxury.

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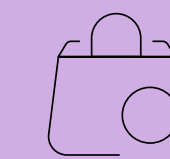
BAG
166k Avg montly searches
+58% YoY growth



GLASSES
74k Avg monthly searches
+280% YoY growth



SUNGLASSES
139k Avg monthly searches
+50% YoY growth



NEW BALANCE
41k Avg monthly searches
+124% YoY growth



SNEAKER
28k Avg monthly searches
+283% YoY growth

FROM BRANDS TO BEHAVIORS

WHAT ARE CONSUMERS REALLY SEARCHING FOR?

1 Second hand is mainstreaming, vintage the new status symbol

2 Value reframed: luxury moves beyond department stores

3 Core fashion staples are no longer drivers of growth

4 Smarter collaborations, partnerships need cultural intention, not only commercial impulse

SECOND HAND IS MAINSTREAMING, VINTAGE IS THE NEW STATUS SYMBOL

Vintage searches are up **+31% YoY - 348k** / average monthly searches; a major jump that reflects surging interest in pre-owned luxury. It's not just about lower price, it's about **originality, authenticity, and sustainability**. Walmart's recent partnership with Rebag taps into the second-hand luxury boom, driving a remarkable **278%** YoY surge in interest, proving mass retail and premium resale can coexist in powerful new ways.

Second-hand shopping, rental, "fakes", and even co-luxing: luxury is increasingly about the experience, not just ownership. These behaviours mark a demystification of possession, without diminishing the desire for luxury.

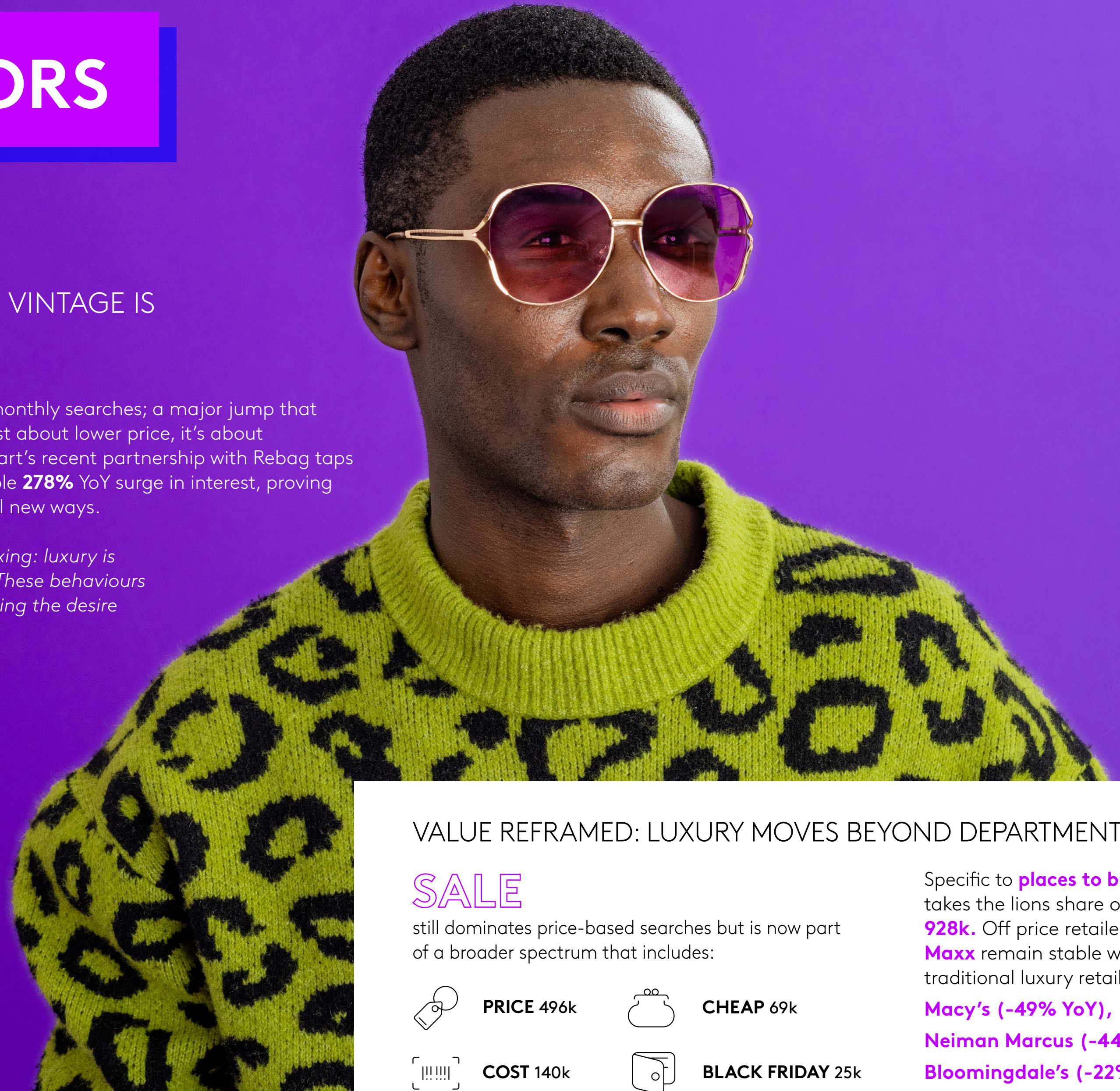
KEY FIGURES:

28% buy second-hand, 41% in China

20% use luxury rental services

17% engage in co-luxuriation (group purchases for shared use)

Source: Kantar Atliant study



VALUE REFRAMED: LUXURY MOVES BEYOND DEPARTMENT STORES

SALE

still dominates price-based searches but is now part of a broader spectrum that includes:

 **PRICE** 496k

 **CHEAP** 69k

 **COST** 140k

 **BLACK FRIDAY** 25k

Specific to **places to buy - outlet** takes the lions share of share **928k**. Off price retailers like **TJ Maxx** remain stable while traditional luxury retailers decline: **Macy's (-49% YoY), Neiman Marcus (-44% YoY), Bloomingdale's (-22% YoY)**

THE NEXT LAYER: SHIFTING PRODUCT DEMAND AND PARTNERSHIPS



CORE FASHION STAPLES ARE NO LONGER DRIVERS OF GROWTH

Volume remains high for categories like bags and footwear, but growth is stalling or in decline.



FOOTWEAR

is down

-29%
YoY

hinting at saturation



CLOTHING

has slipped

-12%
YoY



MAKEUP

is flat

+1%
YoY



EVEN BAGS,

once a reliable growth driver, is now stagnant

0%
YoY

Growth shifts from size and status to smaller, more expressive signals.

1

Sensory value: explosive growth in fragrance eau de toilette, (+195%), eau de parfum (+179%)

2

Material value: interest in suede (+83%), silk (+30%), leather (+25%)

3

Detailing value: charms (+80%), vanity (+45%)

SMARTER COLLABORATIONS AND PARTNERSHIPS NEED CULTURAL INTENTION, NOT ONLY COMMERCIAL IMPULSE

Not all collaborations are created equal. While searches for generic influencers and brand collaborations have softened by **10%** year-on-year, highly distinctive and culturally resonant partnerships are spiking. For example,

LVMH x Murakami
(70k, +484% YoY)

D&G x Skims
(52k, +1000% YoY)

Miu Miu x New Balance
(40k, +124% YoY)

A NEW LUXURY PLAYBOOK IS BEING WRITTEN, OLD CODES NO LONGER APPLY

The slowdown is real, even the strongest players are not immune. Luxury giants are missing targets. Price hikes are being reversed. Consumers have entered 2025 with more caution, less confidence, and greater scrutiny.

Today's luxury consumer is evolving fast!

They are seeking personal relevance, emotional resonance and a clear return on value.

Kantar BrandDigital makes this visible. It surfaces the subtleties that matter, the rising voices, the fading icons, the white spaces.

TO STAY DESIRABLE, BRANDS NEED TO:

- 1 Move at the speed of culture, not legacy.
- 2 Reframe value not only by lowering prices, but by earning it through creativity, cultural capital, and identity fit.
- 3 Act on early signals before they become lost share.
- 4 Be meaningful not just visible or different. Cut through with substance, not just novelty. Relevance is what endures.

In a landscape where brand power is being reimaged, brands that listen first will lead next.

[LEARN MORE](#) ON HOW YOU CAN BE MEANINGFULLY DIFFERENT TO MORE PEOPLE

TAKEAWAYS



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About Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most Meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

www.kantar.com

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