

GLOBAL VOICES: EMERGING LUXURY MARKETS

THE AVERAGE AMOUNT SPENT ONLINE OVER THE LAST 12 MONTHS BY LUXURY SHOPPERS OUTSIDE OF THEIR HOME COUNTRY.

Highest Spending

China	\$2,622
UAE	\$1,847
South Korea	\$1,321
Switzerland	\$1,248
India	\$1,246

Lowest Spending

Italy	\$595
UK	\$534
France	\$485
Canada	\$429
Japan	\$172

***All currencies were converted to US dollars for comparison*

+ The US ranked #11 out of 16 countries surveyed

GLOBAL SHOPPERS WILL KEEP SPENDING ONLINE IN 2023

86%



OF SURVEY RESPONDENTS SAID THEY PLAN TO SHOP AS MUCH OR MORE ONLINE IN 2023 THAN THEY DID IN 2022.

N=1,000 – 1,100 per country.

Source: Global Voices survey conducted Nov. 2022

Methodology: ESW's latest Global Voices consumer survey was conducted in November 2022 in 16 countries (Canada, the United States, Mexico, the United Kingdom, Switzerland, Spain, France, Italy, Germany, South Africa, the United Arab Emirates, India, China, South Korea, Japan and Australia) with 16,557 people responding. In this report Gen Z is defined as those between 18 and 24; Millennials as those ages 25-40; Gen X as those ages 41-56; and Baby Boomers defined as those ages 57-75. >