

# What Fashion and Luxury Brands Should Know About Gen-Zers

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## Abstracts

Born between 1995 and 2009, Generation Z (Gen Z) is coming of age alongside significant changes in post-pandemic economy, giving rise to the Gen Z luxury and fashion consumer's tendencies for price sensitivity, individualistic expression, active participation in user-generated content, and phygital spaces. The rise of Gen Z-geared brands highlight this cohort's preference for sustainable features. Social media and social commerce are essential to succeed with Gen Z luxury and fashion consumers.

Euromonitor International's What Fashion and Luxury Brands Should Know About Gen-Zers global briefing offers an insight into the size and shape of the luxury goods industry, highlights buzz topics, emerging trends as well as pressing industry issues, their effects on luxury goods retailing in markets around the world and on the development of consumers' shopping patterns. Forecasts illustrate how the market is set to change and criteria for success. In short, it identifies the opportunity zones within luxury goods industry

**Product coverage:** Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Luxury Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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