

## **Luxury Apparel - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-08-01 | 130 pages | Mordor Intelligence

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### **Report description:**

Luxury Apparel Market Analysis

In 2025, the luxury apparel market size is valued at USD 138.64 billion and is projected to grow to USD 172.64 billion by 2030, marking a steady CAGR of 4.48%. This resilience is driven by consumers' readiness to invest in premium craftsmanship, transparent supply chains, and immersive shopping experiences. Factors like the rise of blockchain-enabled Digital Product Passports, a resurgence in travel retail, and the blending of streetwear with traditional designs are expanding the market's reach. Concurrently, tightening sustainability regulations elevates operational standards, bolstering the pricing power of brands already committed to traceable, low-volume production. Competitive dynamics are evolving, influenced by technology integration, strategic consolidations, and omnichannel retailing. Luxury conglomerates are harnessing AI forecasting tools to optimize inventory and are incorporating NFC tags to ensure authenticity verification at the point of sale.

Global Luxury Apparel Market Trends and Insights

Growing Demand for Sustainable High-End Materials

Regulatory mandates are reshaping the economics of luxury apparel production. The European Union's Digital Product Passport requirements introduce new compliance costs, inadvertently bolstering the competitive advantages of market leaders. Under the California Responsible Textile Recovery Act of 2024, producers with revenues over USD 1 billion must join Producer Responsibility Organizations by July 2026. This move effectively erects a regulatory barrier, favoring established luxury players and consolidating

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their market share. France's proposed taxation framework for fast fashion, akin to cigarette taxes, inadvertently benefits luxury brands. Their premium pricing and limited production volumes resonate with sustainability goals. The EU's Corporate Sustainability Due Diligence Directive, set for implementation by 2027, favors luxury brands boasting supply chain transparency. In contrast, smaller players grapple with steeper compliance costs. In response to this evolving regulatory landscape, luxury brands are increasingly turning to blockchain-based authentication systems.

#### Influence of Social Media and Celebrity Endorsement

Luxury brands are shifting their strategies, moving from mere endorsements to a deeper integration within brand ecosystems. This evolution sees luxury houses fiercely vying for exclusive talent partnerships, amplifying their marketing efforts. A prime example of this shift is Chanel's 2025 signing of Kendrick Lamar as its brand ambassador. This move underscores a strategic pivot, emphasizing cultural influence over mere demographic outreach, aiming squarely at younger consumers. In another instance, the collaboration between Nike and Kim Kardashian's NikeSkims highlights a convergence of luxury and adjacent brands. Here, the clout of celebrity endorsements is birthing new product categories, challenging the confines of traditional luxury. Furthermore, global social media influencers are increasingly endorsing luxury apparel brands, showcasing their benefits and quality through reels and videos. This trend is particularly resonating with Gen Z and Millennials, driven by their heightened engagement with social media. Supporting this, data from StatCounter Global Stats in 2025 revealed that 66.08% of individuals in the UK were on Facebook, while 10.73% used Instagram.

#### Proliferation of Counterfeit Products

Counterfeits undermine the luxury apparel market by compromising price integrity and diminishing brand prestige. Today's sophisticated replicas closely mimic original fabrics, hangtags, and even digital IDs. This has compelled legitimate players to invest in legal protections, customs training, and forensic authentication. Major groups, spearheading blockchain consortia, are introducing serialized tags that consumers can read via apps. However, this adoption remains uneven and capital-intensive, as highlighted by whitecase.com. In developing markets, especially in parts of Asia-Pacific, entrenched production clusters pose challenges for enforcement. Over time, while the counterfeit threat depletes resources, it simultaneously nudges the sector towards advanced security technologies and fosters tighter collaboration with customs authorities.

Other drivers and restraints analyzed in the detailed report include:

Technological Advancements in Fabric and Design / Globalisation of Fashion Trends / Lesser Demand from Price Sensitive Consumers /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

In 2024, t-shirts and shirts captured 45.21% of sales, underscoring a consumer pivot towards elevated everyday pieces that seamlessly blend comfort with couture nuances. This dominance not only solidifies the luxury apparel market's focus on basics but also justifies the premium pricing of fine cotton, silk blends, and artisanal touches. Jackets, sweatshirts, and hoodies are poised for the swiftest revenue ascent, projected at a 4.85% CAGR. This surge is attributed to the expanding versatility of technical fabrics, including breathable membranes and water-repellent cashmere. Meanwhile, luxury streetwear capsules, frequently unveiled via online raffles, are supercharging both sell-through rates and social buzz.

Dresses and gowns cater to ceremonial needs, while jeans offer a gateway, enticing younger demographics into brand ecosystems ripe for future cross-selling of higher-margin items. Looking ahead, the luxury apparel market is set to witness a surge

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in investments towards premium innerwear. Brands are keen to capitalize on the narrative of "next-to-skin" comfort. Meanwhile, shorts and skirts are reaping the rewards from affluent consumers' rotation towards resort wear, a trend further buoyed by the rise in leisure travel. Across the board, attributes like longevity, repair services, and recyclable materials are becoming pivotal purchase drivers, overshadowing traditional aesthetic considerations.

In 2024, fashion and casual wear took a commanding 65.71% revenue share, cementing its status as a lifestyle choice rather than merely occasion-specific attire. Athleisure, however, is poised to expand at a vigorous 5.21% CAGR, outpacing all other categories and highlighting the luxury apparel market's pivot towards performance-driven elegance. With sports participation on the rise, market players are debuting luxury athleisure lines to meet this burgeoning demand. Data from Sports England in 2024 revealed that 6,695.5 thousand individuals engaged in fitness classes, while 2,222.5 thousand participated in football across the United Kingdom. Luxury elements are now seamlessly woven into wellness-centric wardrobes, from technical leggings made of recycled polyamide to odor-resistant merino polos and moisture-wicking cashmere hoodies. This evolution underscores a growing consumer appetite for apparel that marries functionality with upscale aesthetics, propelling advancements in fabric technology and design.

As health consciousness rises, office dress codes relax, and hybrid work models gain traction, the demand for versatile attire surges. Luxury brands, leveraging proprietary knit technologies and biomechanical designs, are setting premium price tags on garments that transition smoothly from gym sessions to fine dining. With the boundaries between sport and fashion increasingly blurred, there's a ripe opportunity for cross-merchandising with travel gear, footwear, and accessories, resulting in heightened customer spending. Moreover, this fusion of sport and style is catalyzing partnerships between luxury brands and activewear firms, amplifying the market's growth trajectory.

The Luxury Apparel Market Report is Segmented by Product Type (Trousers, Jeans, T-Shirts and Shirts, and More), End Purpose (Athleisure, and Fashion and Casual), End User (Men, Women, and Kids/Children), Distribution Channel (Specialty Stores, Online Retail Stores, and Other Distribution Channels), and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

### Geography Analysis

In 2024, North America accounted for 27.98% of global luxury revenue, bolstered by its rich luxury heritage, a high concentration of ultra-high-net-worth individuals, and robust tourism spending. Printemps' inauguration of a 55,000-square-foot flagship in New York underscores the ongoing investment in prestigious real estate, even amidst the rise of e-commerce. While local sustainability laws, such as California's textile take-back mandate, complicate operations, they also reward established players capable of managing compliance costs.

Asia-Pacific leads the luxury apparel market with a 6.64% CAGR. This growth is fueled by rising incomes in the middle class, a shift towards digital purchasing, and the resurgence of cross-border travel. Japan, with its weakened yen, draws in bargain-hunting tourists, leading to record sales in department stores as visitor numbers bounce back. Concurrently, Hongkong Land's USD 1 billion investment to enhance its LANDMARK complex, featuring 10 multi-story Maison concepts, signals a bullish outlook on Greater China's luxury fashion appetite.

Europe navigates a landscape of established demand and rigorous regulations. The EU's impending Corporate Sustainability Due Diligence rules elevate documentation standards, yet top maisons turn this challenge into an opportunity, using transparency as a unique selling point. Via Monte Napoleone in Milan, now fetching an annual rent of USD 23,583 per m<sup>2</sup>, stands as a testament to the resilience of premier shopping districts, driven by tourist interest. Meanwhile, Brexit reshapes the movement of creative talent, introducing new challenges for sourcing and logistics in pan-European businesses. While South America and the Middle East and Africa present long-term growth potential, currency fluctuations and infrastructural challenges pose hurdles for

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immediate expansion.

List of Companies Covered in this Report:

Kering SA / LVMH Moët Hennessy Louis Vuitton / Hermès International S.A. / Burberry Group plc / Prada S.p.A. / Giorgio Armani SpA / Capri Holdings Ltd / Chanel S.A. / Ralph Lauren Corporation / Brunello Cucinelli SpA / Moncler S.p.A. / Ermenegildo Zegna NV / PVH Corp. (Tommy Hilfiger Collection) / Valentino S.p.A. / Salvatore Ferragamo S.p.A. / Max Mara S.r.l. / Stella McCartney Limited / Canada Goose Holdings Inc. / Loro Piana S.p.A. / Compagnie Financière Richemont SA /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

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