

## Press Release

### Deloitte: Luxury goods sales grow slowly but surely, Pařížská Street is ruled by Louis Vuitton

**Prague, 6 June 2018** – In the fiscal year 2016, the top 100 luxury goods companies generated sales of USD 217 billion. That is 1% more than the sales generated in the previous year. Even though the total sales increased, their growth was slower than in the preceding period, according to the current issue of Deloitte's Global Powers of Luxury Goods study.

*"In the Czech Republic, luxury brands are concentrated primarily in Pařížská Street in Prague. In the reviewed year 2016, the most successful boutique was Louis Vuitton, with total sales of CZK 782 million,"* says Martin Tesař, regional audit leader at Deloitte Central Europe.

Stores on the right-hand side of Pařížská Street (standing with your back to Old Town Square) generally do better. The most significant growth in sales was recorded by boutiques Moncler, Cartier and Rimowa. On the left-hand side, Louis Vuitton and Gucci saw the fastest-growing sales.

The distance from Old Town Square also plays a role. According to *Deloitte's Pařížská Index*, the sales of boutiques located at the beginning of Pařížská Street (up to the corner of Široká Street) grow 2.6 times faster than the sales of shops at the end of Pařížská Street (from Široká Street on towards the Vltava River).

The leader of the global ranking is still the LVMH group by a large margin, having achieved sales of USD 23.5 billion. The Top 10, which represents almost half of the sales of the entire ranking, has remained the same for three years running, even though some companies have switched places. Italy is once again the leading luxury goods country in terms of number of companies, while France has the highest share of sales.

<b>Top 10 luxury goods companies by sales</b>			
<b>Rank</b>	<b>Company name</b>	<b>Brand selection</b>	<b>FY2016 in USD billion</b>
1	LVMH Moët Hennessy-Louis Vuitton SE	Louis Vuitton, Fendi, Bulgari, Loro Piana, Emilio Pucci, Acqua di Parma, Loewe, Marc Jacobs, TAG Heuer, Benefit Cosmetics	23.5
2	The Estée Lauder Companies Inc.	Estée Lauder, M.A.C., Aramis, Clinique, Aveda, Jo Malone	11.8
3	Compagnie Financière Richemont SA	Cartier, Van Cleef & Arpels, Montblanc, Jaeger-LeCoultre, Vacheron Constantin, IWC, Piaget, Chloé, Officine Panerai	11.7
4	Luxottica Group SpA	Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples	10.1
5	Kering SA	Gucci, Bottega Veneta, Saint Laurent, Balenciaga, Brioni, Sergio Rossi, Pomellato, Girard-Perregaux, Ulysse Nardin	9.4
6	L'Oréal Luxe	Lancôme, Biotherm, Helena Rubinstein, Urban Decay, Kiehl's; Licensed brands	8.5
7	The Swatch Group Ltd.	Omega, Longines, Breguet, Harry Winston, Rado, Blancpain;	7.4

8	Ralph Lauren Corporation	Ralph Lauren, Polo Ralph Lauren, Purple Label, Double RL, Club Monaco	6.7
9	PVH Corp.	Calvin Klein, Tommy Hilfiger	6.6
10	Chow Tai Fook Jewellery Group Limited 周大福珠宝集团有限公司	Chow Tai Fook, CHOW TAI FOOK T MARK, Hearts on Fire	6.6

57 companies increased their luxury goods sales year-over-year, with 22 achieving double-digit growth, and nearly one-third of the Top 100 achieved a higher rate of sales growth in FY2016 than in FY2015. Growth among the Top 100 was weakened in particular by the ten companies which experienced double digit sales decline in FY2016, including two Top 10 players – the Swatch Group and Ralph Lauren.

In terms of sales growth, Canada Goose Holdings experienced the fastest uplift with a 36% growth in sales in FY2014-FY2016 and moved from the 83<sup>rd</sup> place to the first. With a growth of 30%, Pandora holds second place and Valentino the third with 27%. Half of the ranking of the 20 fastest growing companies consists of the clothing and footwear sector, five companies belong to the jewellery and watches sector.

Cosmetics and fragrances was the top-performing sector in FY2016. The sector of clothing and footwear has the largest representation in the Top 100, representing more than a third of the companies in the ranking.

The complete *Global Powers of Luxury Goods* study is available [here](#).

#### **Note**

The Global Powers of Luxury Goods 2018 report examines and lists the 100 largest luxury goods companies globally, based on the consolidated sales of luxury goods in FY2016 (July 2016 – June 2017). It also discusses the key trends shaping the luxury market and provides a global economic outlook.

*Deloitte's Pařížská Index* is prepared based on the compound annual growth rate of the stores using their published financial statements for 2014 – 2016.

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