



**Euromonitor
International**

Luxury Goods in Italy

October 2025

Table of Contents

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for luxury goods?

MARKET DATA

- Table 1 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 2 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 4 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 5 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 7 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

COUNTRY REPORT DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for bespoke luxury experiences drives category growth
Luxury consumers seek exclusivity and immersive experiences
Artisanal and tailored luxury experiences add to overall value for consumers

PROSPECTS AND OPPORTUNITIES

Rise in inbound arrivals and strong domestic tourism to support positive outlook
Rising demand for experiential luxury to encourage new hotel openings
Luxury operators to further adopt sustainable practices for responsible tourism

CATEGORY DATA

- Table 9 - Sales of Experiential Luxury by Category: Value 2020-2025
- Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORT DISCLAIMER

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for premium and low alcohol beverages helps drive growth
Brands look to drive growth through innovation

Affluent consumers increasingly demand premium and authentic luxury

PROSPECTS AND OPPORTUNITIES

Future growth to be driven by heritage and wellness trends

Luxury brands to focus on sustainable innovation and experiential engagement

Premiumisation to drive retail growth for at-home consumption

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

COUNTRY REPORT DISCLAIMER

[Premium and Luxury Cars in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and luxury cars driven by sustainability and bespoke services

Brands continue to invest in AI to offer convenience and support consumer choices

Luxury car brands pivot towards electrification and advanced features

PROSPECTS AND OPPORTUNITIES

Rising demand for eco-friendly luxury vehicles to drive future growth

Luxury car brands to further invest in sustainable electric vehicle technology

Luxury car manufacturers to prioritise technological innovations

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2020-2025

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

COUNTRY REPORT DISCLAIMER

[Personal Luxury in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables electronics

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Sustainability to drive growth in personal luxury through eco-friendly practices
Luxury brands to focus on greater transparency through digital tracking
Luxury retailers must adapt to changing consumer preferences and technology

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2020-2025

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Personal Luxury: % Value 2020-2024

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2021-2024

Table 32 - Distribution of Personal Luxury by Format: % Value 2020-2025

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2025-2030

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORT DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/luxury-goods-in-italy/report.