

The top luxury categories among US consumers

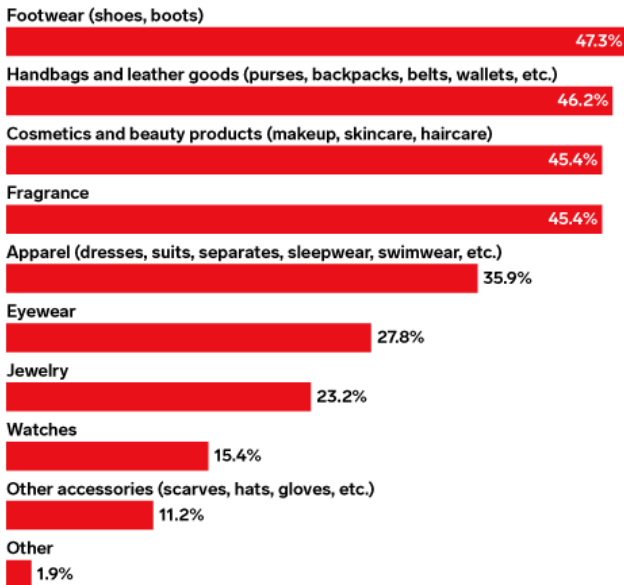
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

The top product category for US luxury buyers is footwear, followed by handbags and leather goods, cosmetics and beauty products, and fragrance. Less than **one-third** of these shoppers bought accessories such as eyewear, jewelry, and watches in the past year.

Product Categories in Which US Adults Have Purchased a Luxury Brand, June 2022

% of respondents



Note: in the past 12 months
Source: "The Insider Intelligence Luxury Goods Flash Survey" conducted by Bizrate Insights, June 30, 2022

276621 eMarketer | InsiderIntelligence.com

Beyond the chart: Personal luxury sales will reach **\$109.25 billion** in the US this year, per our forecast. More than **one-fifth** of those sales will come from ecommerce.

We expect inflation will have less impact on the core luxury shopper than on the average US consumer. As a result, the luxury category will be resilient, growing more than **13%** in 2022, compared with about **6%** growth for retail overall.

More like this:

- Report: [Luxury Goods 2022](#)
- Audio: [How to elevate a luxury brand and how they're expanding their reach](#)
- Article: [How shopping and leisure behaviors change in times of financial stress](#)

Read yesterday's Chart of the Day [here](#).

Methodology: Data is from the June 2022 "The Insider Intelligence Luxury Goods Flash Survey" conducted by Bizrate Insights. 1,014 US adults ages 18+ were surveyed online during June 8-27, 2022. Respondents identified as female (77%) and male (23%) and were ages 18-34 (9%), 35-54 (43%), and 55+ (48%). Respondents were members of Bizrate Rewards, the

Bizrate Consumer Panel operated by Bizrate Insights, which is comprised of over 2 million panelists who provide feedback based on their experiences and opinions. The Bizrate Rewards panel is comprised of a broad demographic profile which represents a sampling of all ages, education levels, genders, and incomes. At the time of joining the panel, each panelist stated they had shopped online. In exchange for providing feedback, panelists have the opportunity to earn points, which can be exchanged for electronic gift cards. This survey, provided by Bizrate Insights on behalf of Insider Intelligence, provides a monthly consumer pulse of digital shopping behavior and intent.