

Louis Vuitton's first half is in the bag

Article

While others are struggling, luxury brands are taking a victory lap. It seems consumers are willing to spend on the things that make them look—and feel—good.

Let's luxuriate with LVMH Moët Hennessy Louis Vuitton:

\$43.39 billion: [LVMH's revenues](#) for the first half of 2022, up **28%** year over year (YoY), with all business groups achieving double-digit organic revenue growth.

\$109.25 billion: Our forecast for US personal luxury retail sales this year, a **13.3%** increase YoY. Retail ecommerce sales of personal luxury products will see an even larger growth of

39.7%. Last year, [LVMH's US revenues](#) totaled **\$19.61 billion**.

49%: The percentage of LVMH's H1 2022 revenue from [fashion and leather goods](#), followed by selective retailing and other activities (travel retail and retail concepts) at **18%**, watches and jewelry (**13%**), perfume and cosmetics (**10%**), and wines and spirits (**9%**).

24%: The [organic growth](#) of LVMH's fashion and leather goods sales in H1 2022, the fastest growing category, followed by selective retailing (**22%**), and watches and jewelry (**16%**).

50%: The percentage of US teens and adults interested in using the metaverse to browse, try, or buy products and services from a brand, according to a Vox/United Talent Agency survey. CEO Bernard Arnault said the company is ["looking closely" at the metaverse](#), but the company won't rush an entrance into the space as he still wants to sell "real products," per Reuters.

Why we care: Will luxury's bubble burst? Or will shoppers' preference for high-end goods carry the category through the back half of the year?

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