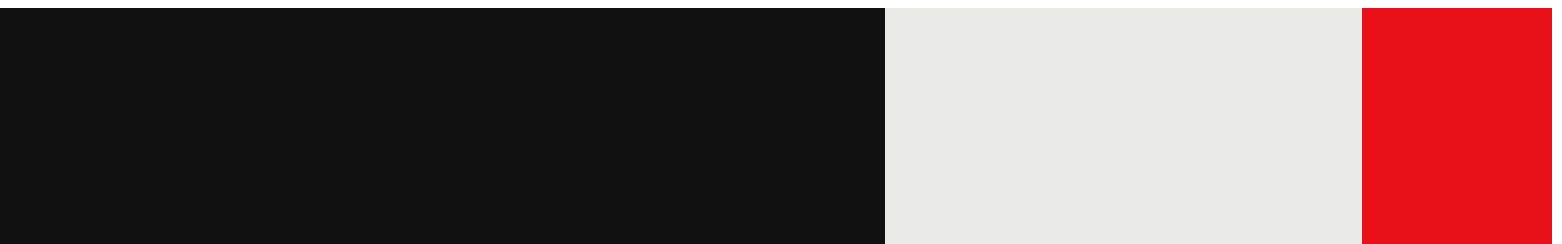


Which luxury products do US shoppers buy in-store?

Article

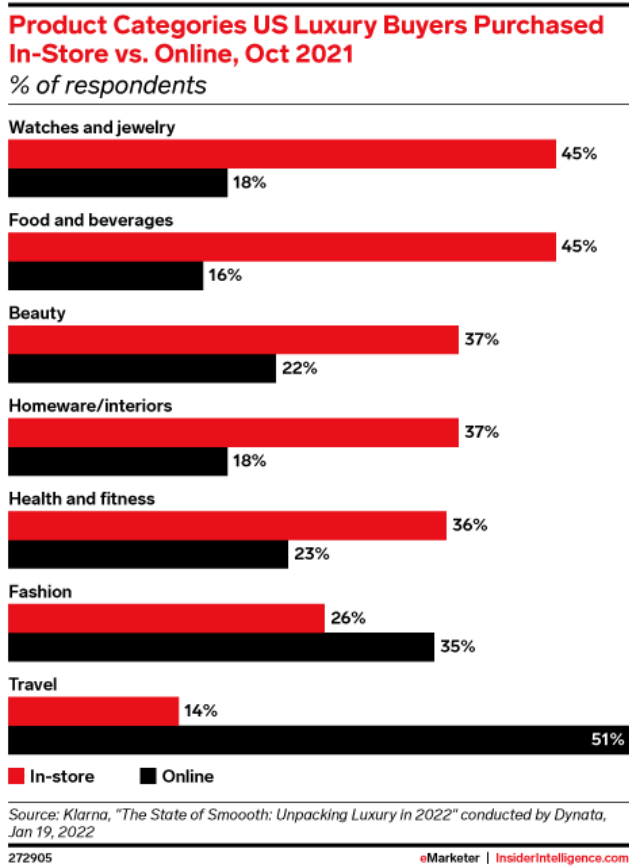


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Across almost all product categories, US luxury shoppers are far more likely to make purchases in-store than online. Physical retail has the widest lead in the **food and beverage** category, followed by **watches and jewelry**. Digital gets the upper hand in only **fashion** and

travel, suggesting that for many tangible luxury goods, shoppers prefer to see and feel them before spending big bucks.

Beyond the chart: While luxury shopping is very much still an in-person activity, **2 in 5** US adults who had bought luxury items in the past year did so online. Augmented and virtual reality may sway some of the holdouts: **70%** of US luxury buyers familiar with the metaverse said they're interested in shopping there.



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