

eBay's Luxury Trend Report

Shoppers are gravitating to luxury like never before. And as people begin to realize the potential of non-traditional assets like handbags and watches, fashionistas and collectors are investing in their closets in unprecedented ways -- watching their 'assets' appreciate, while getting to wear them. It's a win-win, that's driving incredible demand on eBay.



KEEPING IT CLASSIC

Over the past two years, iconic luxury brands Louis Vuitton, Chanel, Gucci and Saint Laurent were the most coveted luxury handbag brands.



COAST TO COAST

While trends may differ from city to city, one thing is clear: shoppers across the U.S. can all agree on luxury.

The Midwest was more likely to buy Chloe, Valentino and Celine than buyers in any other region.



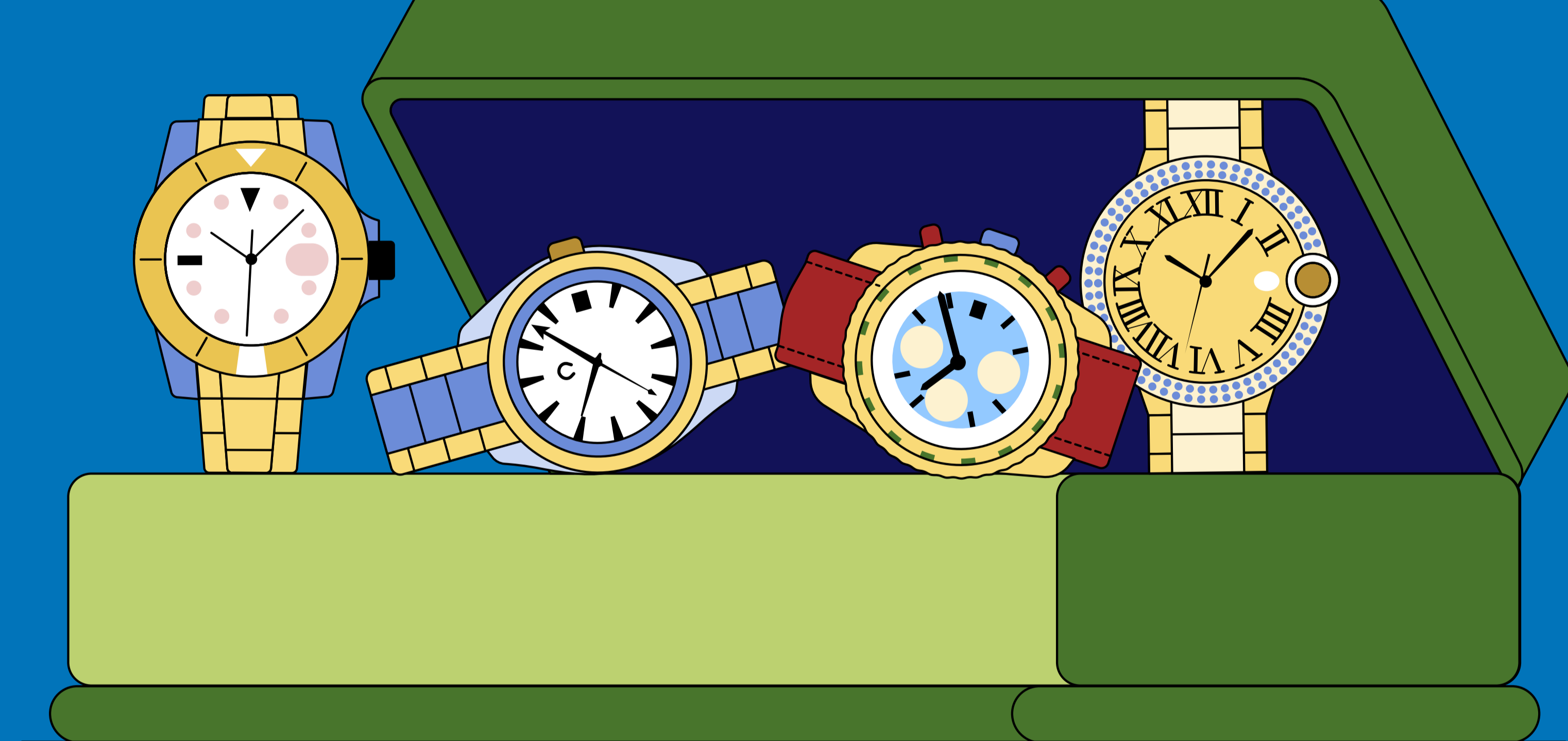
PAYING FOR PROVENANCE

Classic is covetable with the Hermes "Birkin" and "Kelly" bags accounting for 6 out of the 10 most expensive handbags sold on eBay since 2019.



TICKING UP

Luxury watch sales have reached a record-high. From top brands alone, such as Rolex, Omega, Breitling, Patek Philippe and Cartier, more than 25,000 watches were sold in the first half of 2021. Following the launch of Authenticity Guarantee, many brands saw upticks in searches, such as IWC, whose searches increased +12% month over month.



MATERIAL MATTERS

2021 handbag trends are all about texture, with raffia bag sales increasing by 50% from January to July, and feather bags soaring 30% in that same timeframe.



eBay partnered with the team at Vogue Business to survey US luxury shoppers about the latest buying trends.

FOR LOVE OF LUXURY

62% of luxury shoppers spent over \$1,000 on luxury products over the last 12 months, including one third (32%) who spent over \$2,500 in the past year.

MORE MEN LIKE LUXE

Male shoppers are more likely to purchase new luxury products on a monthly basis (36%) vs. female shoppers who purchase new luxury on a quarterly basis (30%).

76% of men are investing in pre-owned luxury, with 57% of men buying pre-owned luxury at least once a month compared to 37% of female shoppers.

Men are also more likely to turn their investment into a sale – men are more likely to sell their pre-owned luxury purchases (64%) compared to women (50%).

ISO PRE-OWNED

69% of luxury shoppers, regardless of gender, buy pre-owned.

In addition to price (45%), luxury shoppers say the ability to find rare and vintage items (33%), exclusive products (31%) and sold-out products (28%) are why they shop pre-owned.

But authenticity is a top concern, with 96% of shoppers stressing the importance of authentication before they'll purchase pre-owned luxury products.



*About the research: Vogue Business surveyed 1,021 US consumers across its Vogue, GQ and luxury community panels. Participants were asked to spend a minimum of either >\$1,000 on luxury products or >\$500 on a single luxury product over the last 12 months. Research took place from 23 July to 3 August 2021 and was executed by the Vogue Business Advisory Team.