

Chapter 2: About the Generations & Their Spending on Luxury

Younger luxury consumers spend more on luxuries

Throughout the last two years of luxury consumer quarterly tracking studies undertaken by Unity Marketing, the younger luxury consumers (40 and under) spent more on luxury than the over 40 year olds. There was a single exception to this trend in the fourth quarter 2005 when the 40 and under luxury consumers spent on average only 2 percent less than the over 40 year olds. This distinctive pattern of the younger generation of luxury consumers outspending the older affluent consumers was the primary reason why this generations of luxury study was undertaken.

Luxury Consumer Spending 2005-2006 by Age

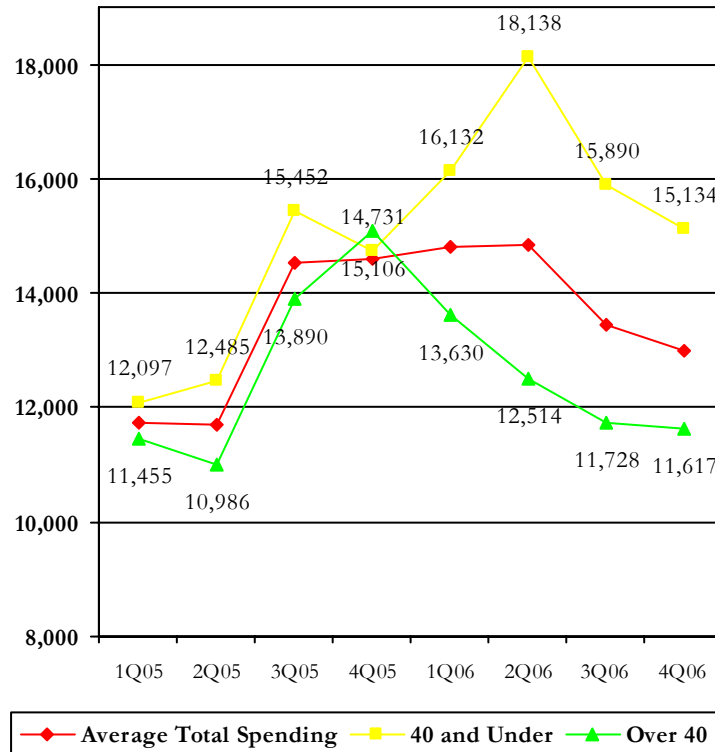


Figure 12: Spending on Luxury by Generations