
MARKET FACTS!

MARKET FACT #150

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€12B

is the enormous amount of money recently spent by luxury companies on Advertising in 2021.

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COMMENT: The Luxury Goods industry has been growing and now has been spending more than ever with Advertising, thanks to its new customers being young adults (Millennials and Gen Z). [From 2010 to 2019 the group of luxury brands surveyed increased their ad spending by over 140%.](#) Something impressive considering the audience is narrower than most businesses because for advertisers in general, the growth was 95%. That also means Prada, Louis Vuitton, and similar luxury brands are capturing a larger share of the ad market, which will surely impact the revenue of those who provide online ads.

A MESSAGE FOR BRANDS

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