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Luxury trends overview France

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Analysis approach

As price sensitivity increases (related to COVID19 crisis) we may expect higher price products to be less searched over time. Nevertheless luxury is by design an « extreme » products and the audience buying luxury products, may be less impacted by economics crisis VS the rest of the population.

The purpose of this deck is to give an overview of the overall luxury search trends over time in France for 3 top categories :

- Fashion and leather goods
- Jewellery and watches
- Perfumes and cosmetics

Methodology detail

We observed search volume trend, over time, on a combination of queries made of :

- Product and/or model (ex: perfume name)
- Generic + Brand ⁽¹⁾
- Brand + Generic ⁽¹⁾
- Generic + "Luxe"

(1) Examples for generic Fashion and leather goods : ceinture + *marque*, sac + *marque*, chaussure + *marque*,... products and/or models

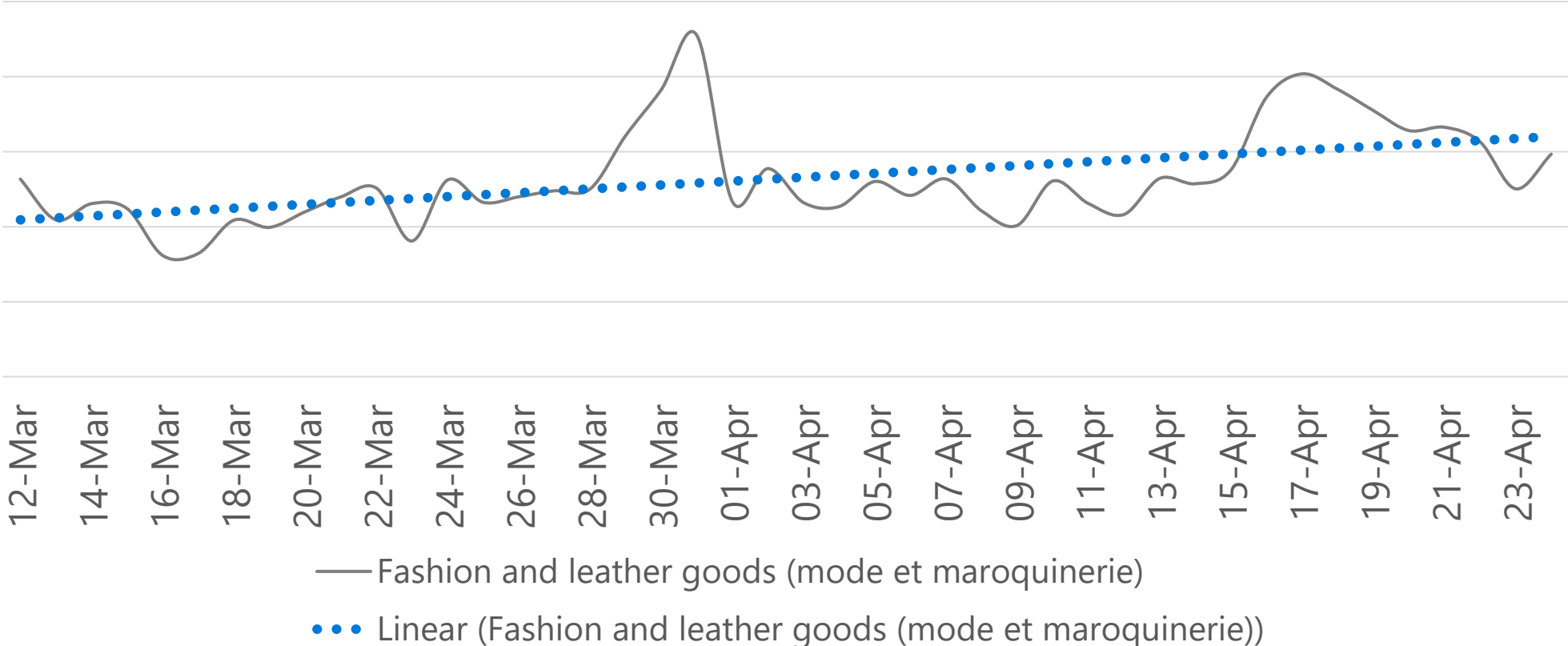
Examples for Jewelry and watches : *marque* + bijoux, bijoux luxe, *marque* + montre, bracelet + *marque*,... products and/or models

Perfumes and cosmetics queries list also contains generics, but by design is mainly made of brands / products

Searches on Fashion and leather goods **grow** over time

(lockdown period started march 17th)

Searches on fashion and leather goods (mode et maroquinerie)

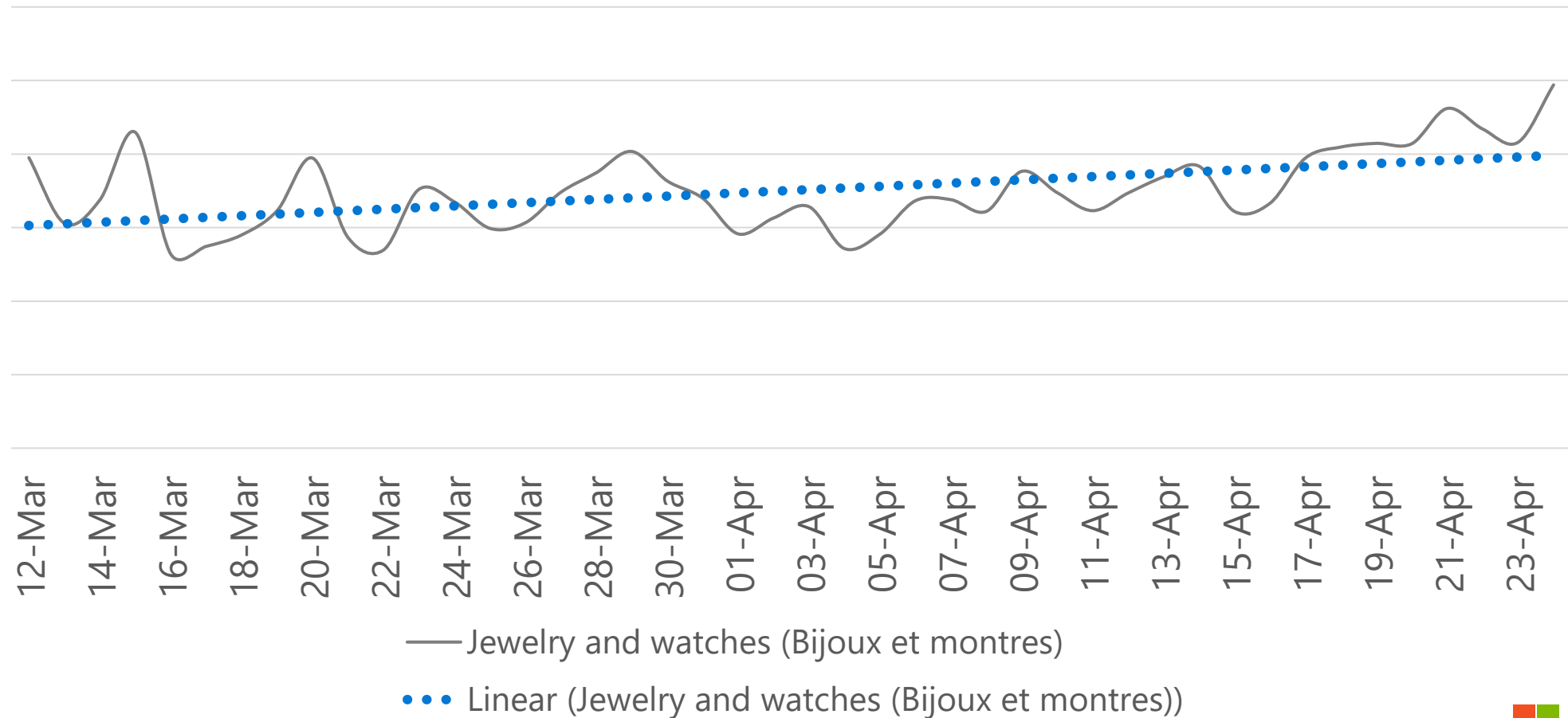


Source: Microsoft Internal Data, March 12th to April 24th 2020



Jewellery and watches (Bijoux et montres) has also seen consistent search **growth** over time (lockdown period started march 17th)

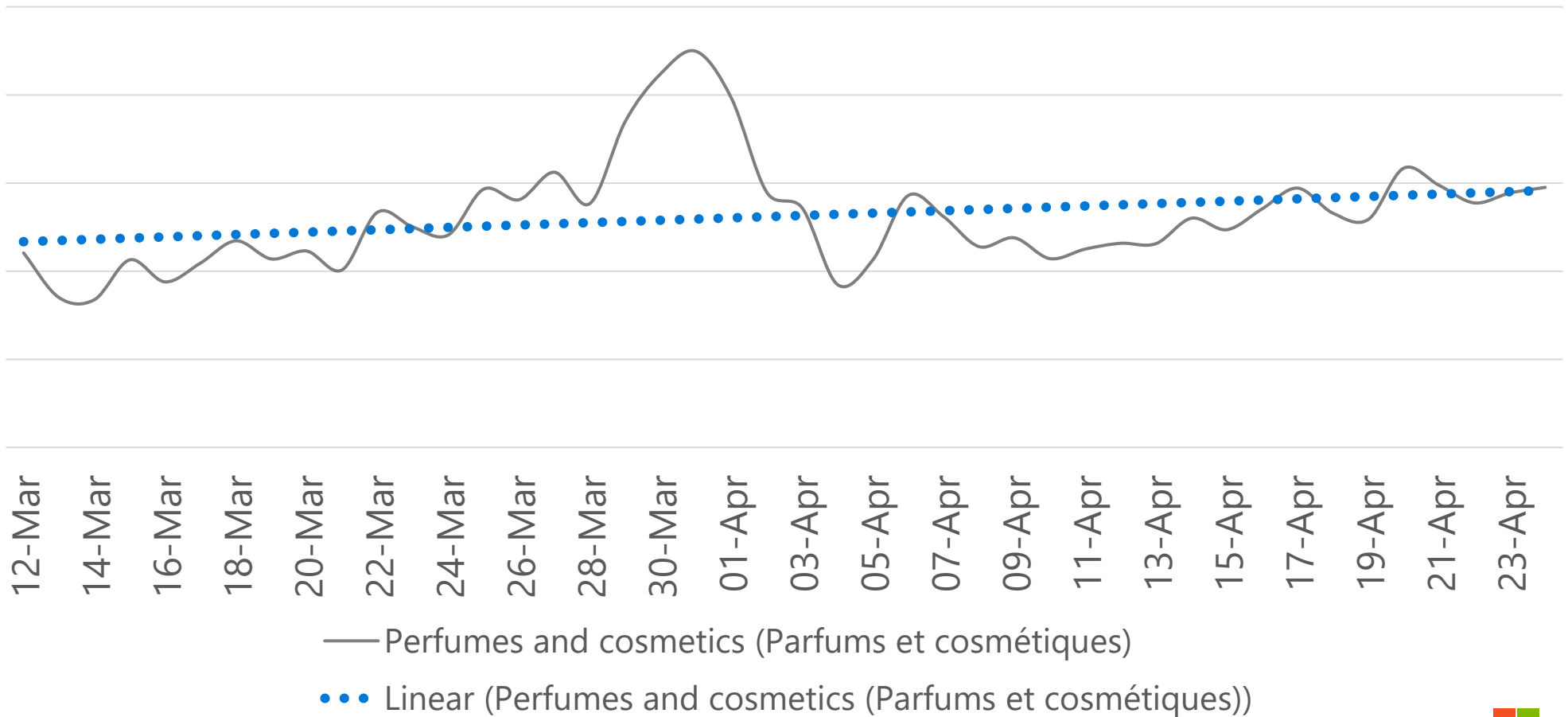
Jewellery and watches (bijoux et montres)



Perfumes and cosmetics (Parfums et cosmétiques) grow over time as

well (lockdown period started march 17th)

Perfumes and cosmetics (Parfums et cosmétiques)



Source: Microsoft Internal Data, March 12th to April 24th 2020



Conclusion

On all 3 observed categories, the searches volumes grow over time.

This analysis confirms that 'luxury' is an an « outlier » category, where price sensitivity is lower and/or its « audience » is potentially less impacted by income concerns.



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