



provoke  
insights

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Luxury: Jewelry & The New Age of  
Shopping

June 23<sup>rd</sup>, 2020



## Background & Objectives

Over the last three months, daily habits and routines have been uprooted. The impact that these shifting behaviors are going to have is unknown, so far. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent? The global pandemic has had an impact on every industry, and luxury and jewelry are no exception.

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered over 15 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

# Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5<sup>th</sup> to June 15<sup>th</sup>, 2020.

Sampling was matched to reflect 2019 U.S. Census data<sup>1</sup>. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

<sup>1</sup> <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



# Overview



## **In-Store Luxury Shopping**

Two-thirds of Americans plan to shop in-store for luxury items. However, 42% are planning to shop at luxury retailers less than before COVID-19. As a result, the in-store shopping experience will change.

There is initial interest in out-of-the-box retail ideas. A quarter of luxury shoppers were interested in virtual shopping events, and even more (27%) are interested in scheduling an appointment to shop privately to avoid other customers. These options are especially popular among younger shoppers.



## **Jewelry, Watches, and Handbags**

When it comes to online shopping, there has been a slight dip compared to pre-COVID. 54% of Americans are not wearing jewelry as often as they used to. This correlates with consumers dressing more casually while restrictions have been in place.

As a result, 22% of Americans are not buying as much jewelry online as they were before COVID-19. However, as in-store shopping habits are changing a tenth of Americans are buying more jewelry online.



## **Cosmetics**

Compared to luxury items, make-up is selling at a higher rate online. Thirty-four percent of Americans have bought make-up or skincare in the last three months, up from 29% before COVID-19.

# Change in Luxury Shopping

Almost two-thirds of Americans plan to shop for luxury items in-store ; however, 42% of customers will shop in-store less.

## Plan to Shop at Luxury Retailers

*Will shop – Shop much more/slightly more/the same amount/much less/slightly less*

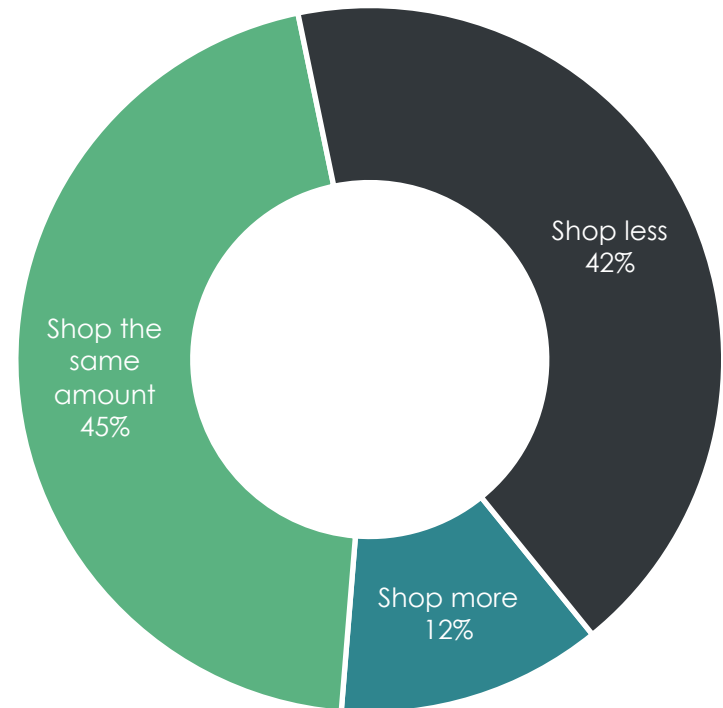
## Plans to Shop\*

*Shop more– Shop much more/slightly more  
Shop less – Shop much less/slightly less*



# 66%

of consumers plan to shop at luxury retailers



\*Percentage based on those who plan to shop at luxury retailers

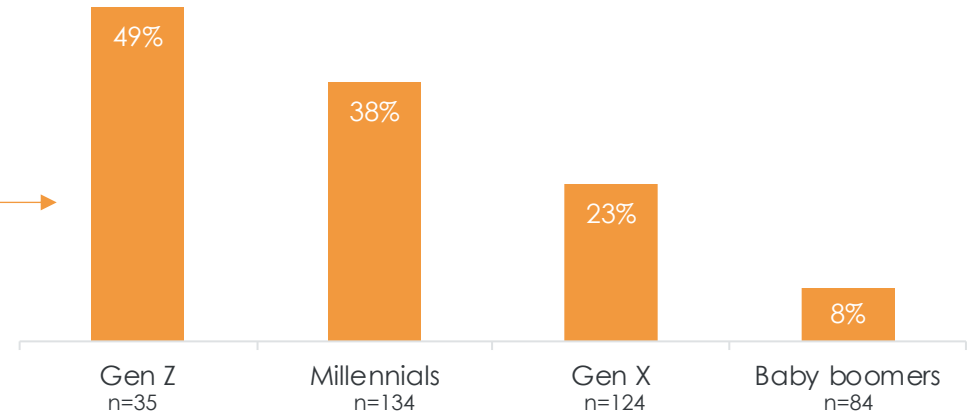
# Shopping Events

More than a quarter of luxury customers are interested in scheduling an appointment for private shopping to avoid shoppers. Younger luxury customers are significantly more interested in these events than their older counterparts.



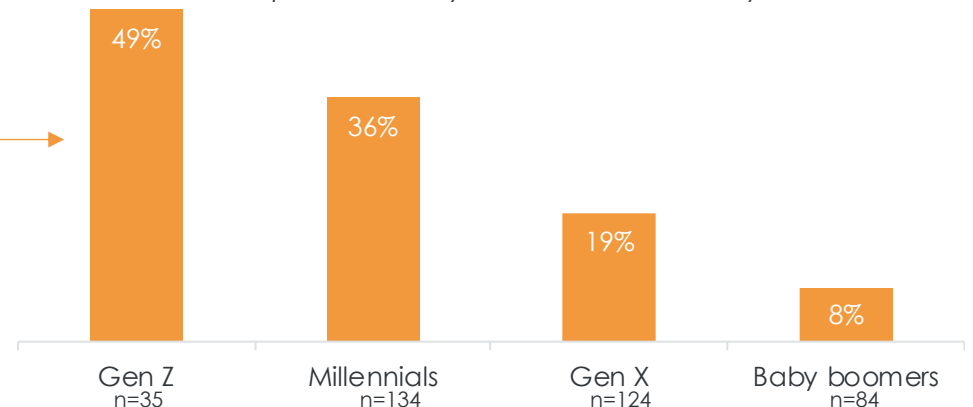
**27%** are interested in scheduling an appointment to avoid other shoppers

Scheduling an Appointment  
Top 2 – Extremely interested/Moderately interested



**25%** are interested in attending virtual shopping events

Virtual Shopping Events  
Top 2 – Extremely interested/Moderately interested



# Jewelry & Watches

Half of Americans are wearing less jewelry than they used to. People are purchasing fewer jewelry/handbags online than in 2019.

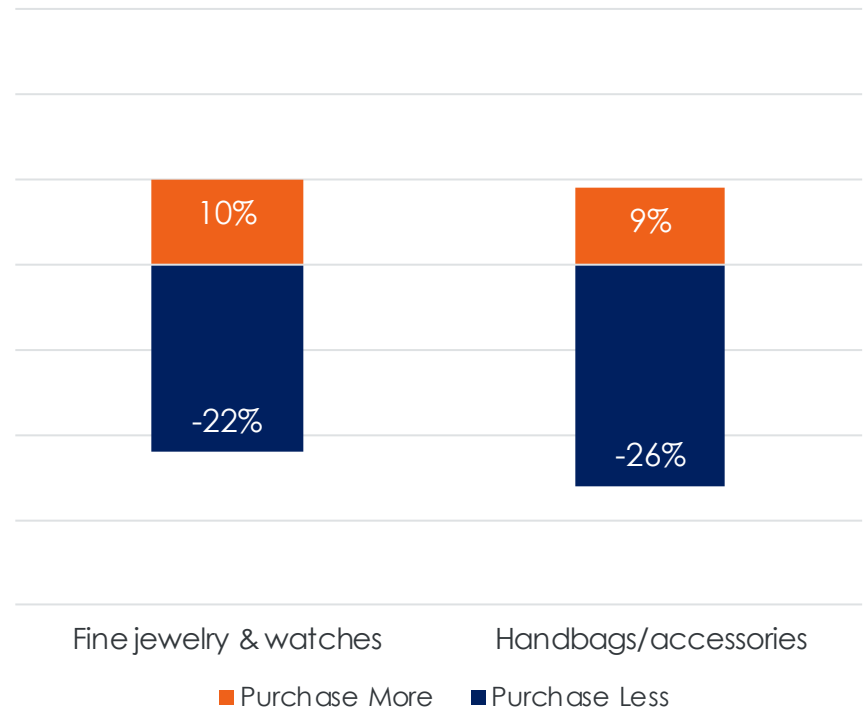


**54%**

of Americans are not wearing jewelry as often as they used to

## Current Purchasing Habits

Top 2 – Purchase much more/slightly more vs.  
Bottom 2 – Purchase much less/slightly less



Base: All qualified respondents: N=600

Base: All qualified respondents: N=600

Top 2 – Strongly agree/Agree

# Cosmetics

More Americans are buying cosmetics online during the pandemic than they were prior.



◀◀ **29%**

Bought make-up and skin-care online prior to COVID-19

Compared to...

▶ **34%**

Have bought make-up and skin-care online in the last three months

Base: All qualified respondents: N=600



# Get in Touch

For further information on this data click [here](#), e-mail [info@provokeinsights.com](mailto:info@provokeinsights.com), or reach out to Rachael Ryan ([rachael.ryan@provokeinsights.com](mailto:rachael.ryan@provokeinsights.com)).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future