

Summer 2025



provoke
insights

Luxury Trends
&
Consumer Buying Behaviors

Background & Objectives

Provoke Insights is a leader in research for branding, advertising, media, and content marketing strategies. To stay ahead of market trends, the company conducts a bi-annual study, delivering cutting-edge insights into shifting consumer behaviors across industries.

Now in its landmark tenth wave, this extensive study continues to uncover key trends in Americans' buying behaviors and attitudes toward AI's integration into shopping, including consumer receptivity and adoption.

For this wave, Provoke Insights developed 15 industry-specific reports—this deck provides an in-depth look at the luxury industry.



Methodology

Provoke Insights conducted a 15-minute online survey among 1,500 Americans aged 21 to 65 in March 2025.

To ensure a representative sample of the U.S. population, Census data was used to guide a random stratified sampling approach, balancing key demographics such as household income, age, gender, geography, ethnicity, and presence of children in the household.

With this sample size, the results have a maximum margin of error of $\pm 2.5\%$ at a 95% confidence level.

Statistical significance testing was conducted at the 95% confidence level, with differences between subgroups highlighted in callout boxes within the graphs.





Key Findings

Luxury Shoppers Maintain Steady Spending and Prioritize Experiences

Luxury purchases have remained stable over the past three years, showing that demand for high-end products has not wavered despite economic fluctuations. Urban, affluent, and younger consumers are the most likely to invest in luxury, with Millennials, Gen Z, and high-income households (\$150K+) leading the way. Additionally, nearly half of luxury shoppers are eager to splurge, seeing high-end items as a reflection of their personal brand and lifestyle.

Beyond tangible goods, luxury shoppers prioritize premium experiences, making fine dining, travel, and high-end entertainment integral to their spending habits. Compared to the general population, they are significantly more likely to frequent upscale restaurants, attend exclusive events, and engage in fitness-related activities. This trend underscores how luxury consumption extends beyond products—it's about curating a lifestyle that aligns with their aspirational identity.

Position your brand as a gateway to a complete luxury lifestyle by appealing to the self-expressive nature of younger, affluent consumers. Highlight both exclusive products and premium experiences through aspirational storytelling, strategic partnerships with high-end dining and travel brands, and lifestyle-focused campaigns that reinforce identity, status, and emotional connection.

AI is Rapidly Transforming the Luxury Shopping Experience

Luxury consumers are embracing AI-powered shopping tools at an impressive rate, with 76% expressing interest in AI-driven enhancements. These shoppers see AI as a valuable tool for streamlining purchases, discovering new products, and receiving highly personalized recommendations. AI is especially trusted for high-end purchases in electronics, travel, and apparel.

Beyond just product discovery, AI is proving its usefulness in major purchasing decisions. Luxury shoppers believe AI could have significantly improved their last high-end purchase, particularly for big-ticket items such as automobiles, airline tickets, and fitness gear.



Luxury Trends



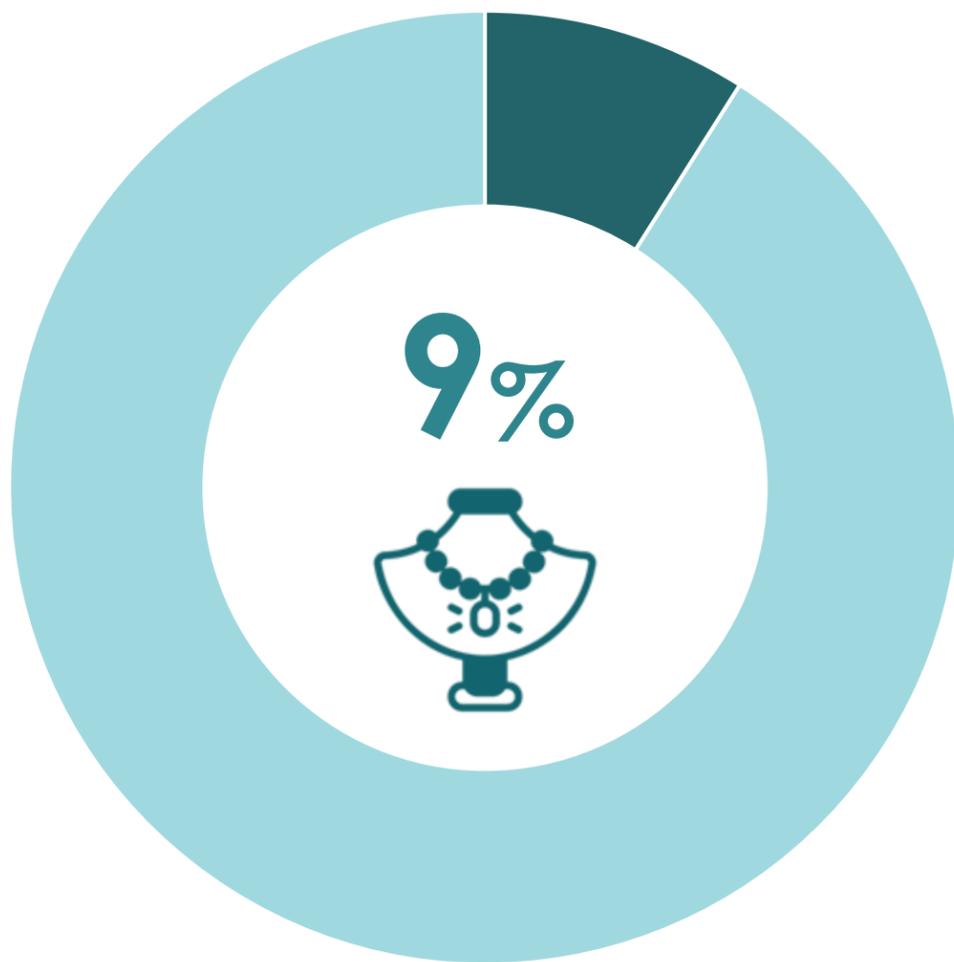
Seasonal Luxury Purchases

Luxury goods purchases have held steady over the past three years, demonstrating consistent demand and resilience in the high-end market.



Urban dwellers, affluent, and younger consumers are far more likely to buy luxury items

Purchased Luxury Products in the Last Month



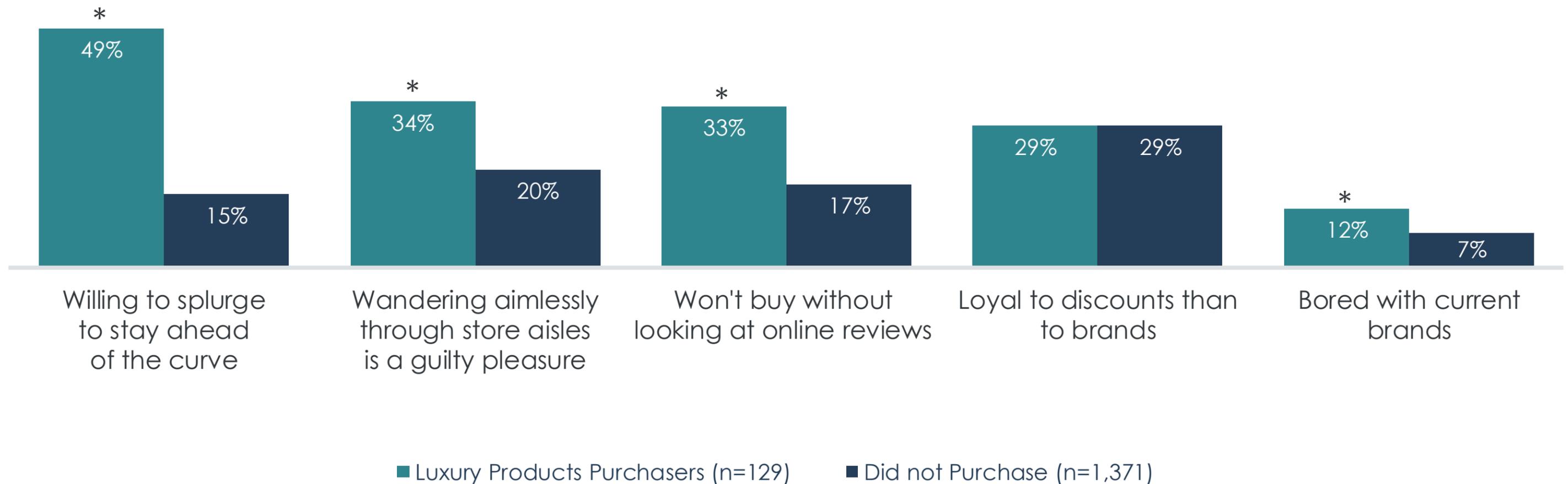
Who is Significantly More Likely to Purchase Luxury Products

-  16% Urban
-  15% Parents
-  13% HHI \$150K+
-  13% Millennials
-  13% Gen Z

Luxury Products Shopper Habits

Nearly half of luxury shoppers are eager to splurge, viewing high-end purchases as a statement of status and exclusivity. Beyond the products themselves, these consumers thrive on the in-store shopping experience, finding joy in discovering the next must-have item.

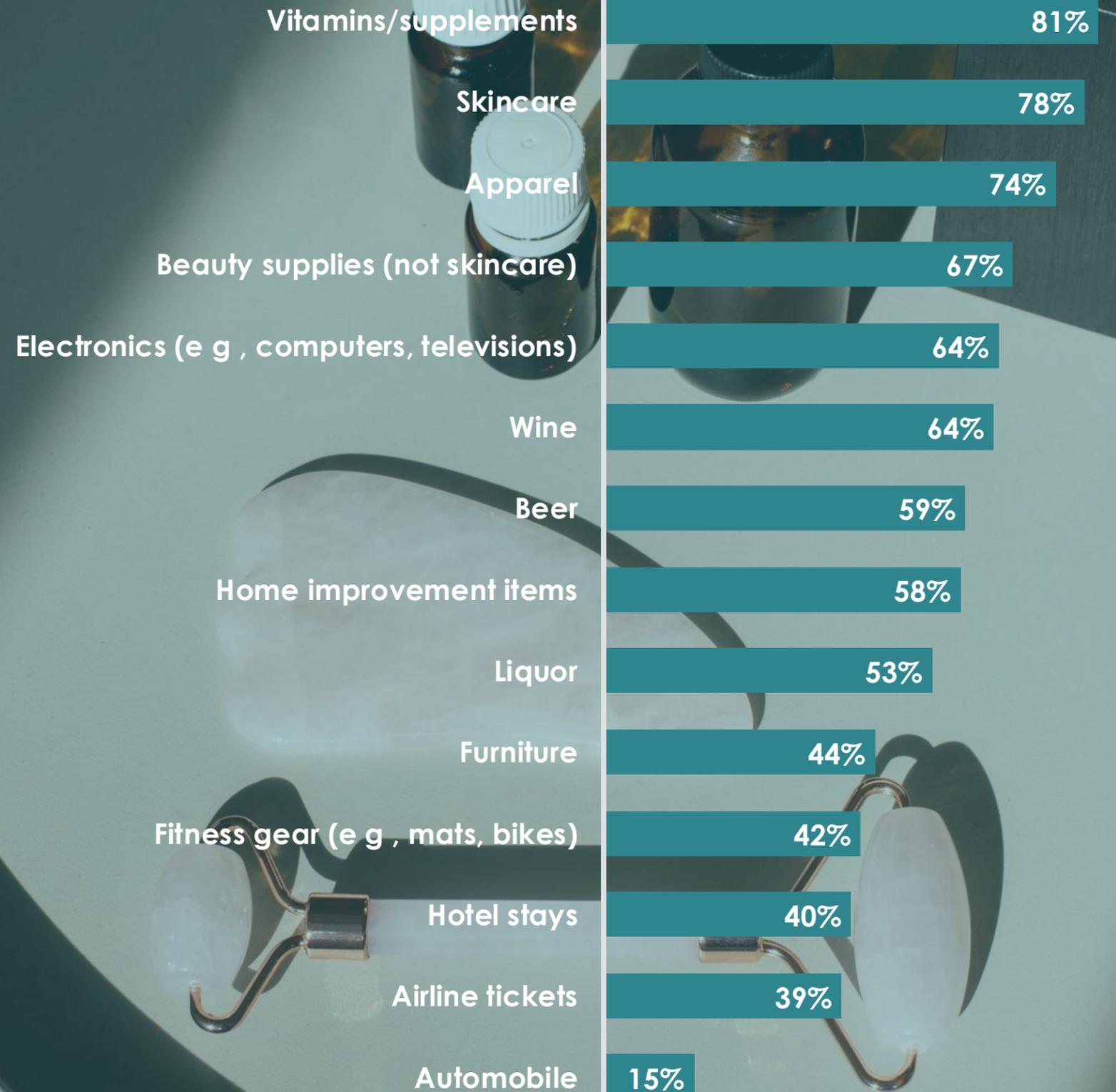
Top 2 on a 7-Point Agree Scale



*indicates significant differences

Items Purchased in the Last Month

Alongside luxury goods, these shoppers recently purchased wellness and personal care essentials, including vitamins, skincare, apparel, and beauty products, reinforcing their commitment to self-care and style.



Luxury Shoppers Have Active Lifestyles

High-end shoppers don't just spend, they invest in premium experiences. Fine dining, travel, and high-end entertainment are significantly more prevalent among this group.



67% eat at high end restaurants vs. 23%



53% go to the gym vs. 27%



45% travel domestically vs. 20%



28% go to concerts/performing arts vs. 12%



27% go to professional sporting events vs. 10%



26% travel internationally vs. 6%

Shopping Activities in the Last Month

Luxury shoppers are extremely connected to brands. They are more likely to engage through social media, membership programs, and branded events.

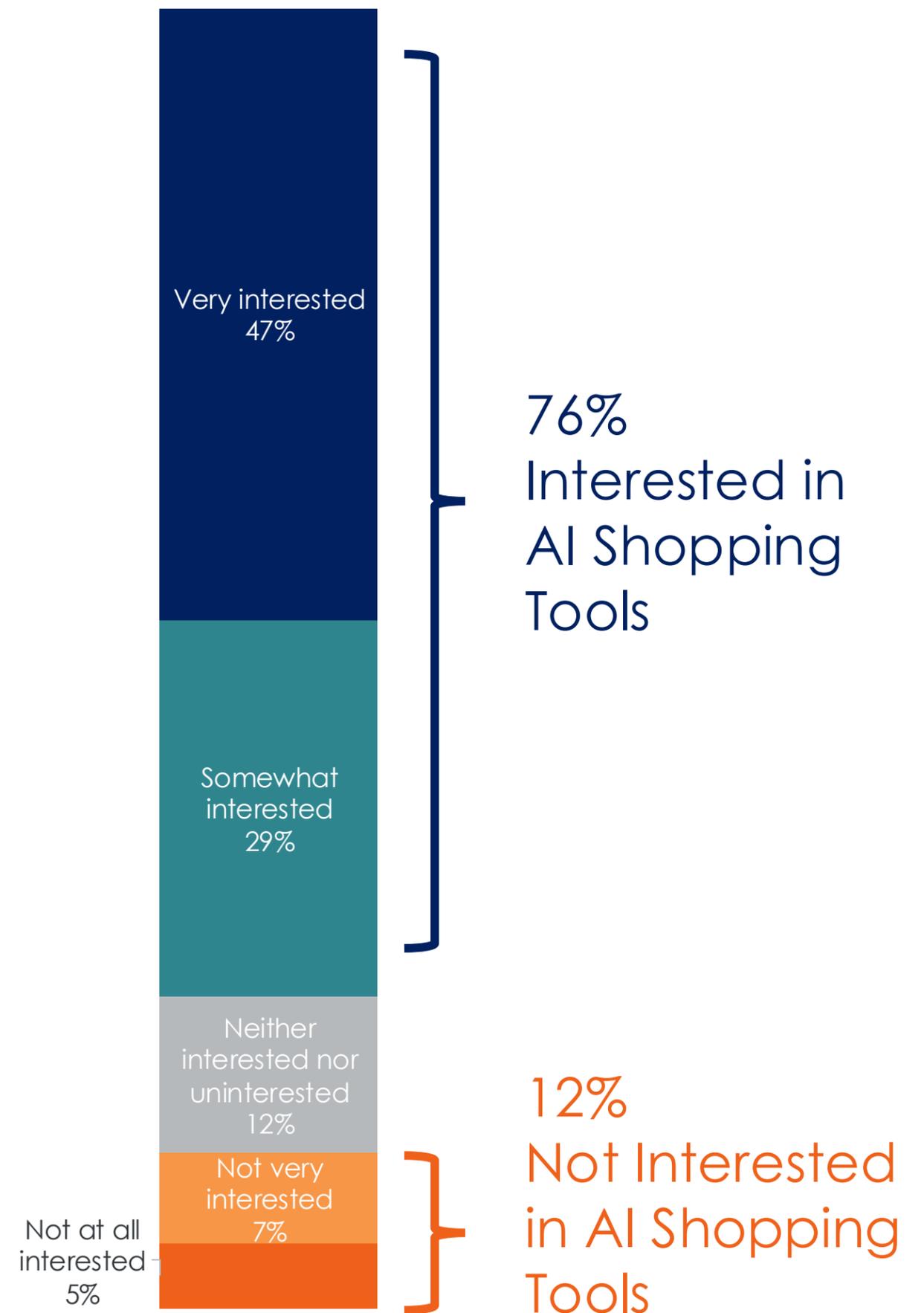
	Purchased Luxury Products in the Last Month (n=129)	Did Not Purchase Luxury Products in the Last Month (n=1,371)
Visited a social influencer's shopping page	50%	20%
Shared or commented on a branded social media campaign	43%	15%
Joined a loyalty or membership program	40%	22%
Joined an online brand event or experience	38%	9%
Attended an in-person brand event or experience	28%	8%
Entered a contest or sweepstake	27%	25%
Participated in a referral program	26%	11%
Acted as a social influencer	15%	4%



How AI is Shaping Luxury Shopping Trends

Interest in AI Shopping Tools Among Luxury Products Purchasers

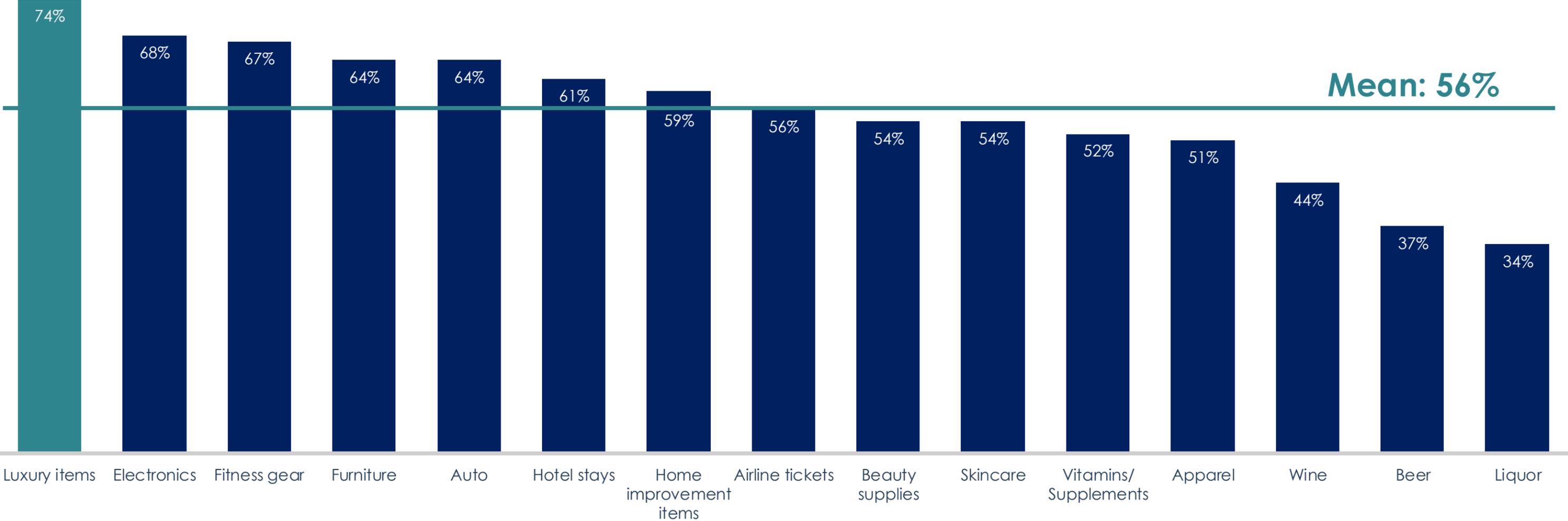
Luxury shoppers have a strong interest in utilizing AI-shopping tools to enhance their shopping experience.



AI Helpfulness While Shopping

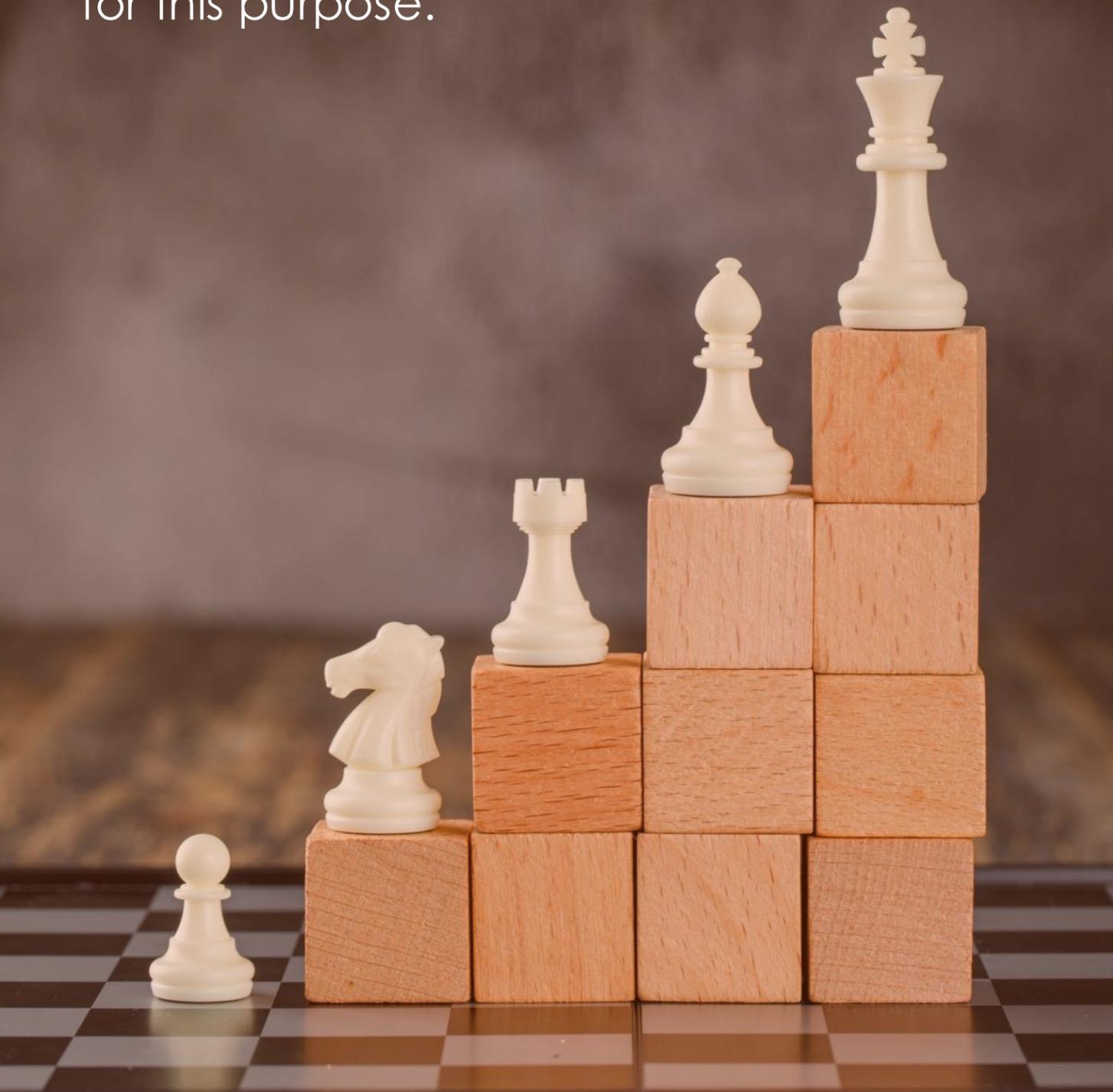
AI is perceived to be the most useful in the luxury category compared to other industries. Beyond luxury goods, they see AI as a game-changer for big-ticket purchases like electronics, furniture, and automobiles.

AI Helpfulness
Top 2 box on a 5-point helpfulness scale



AI Trustworthiness

While they want AI to assist with purchases, they currently do not find the tools trustworthy for this purpose.

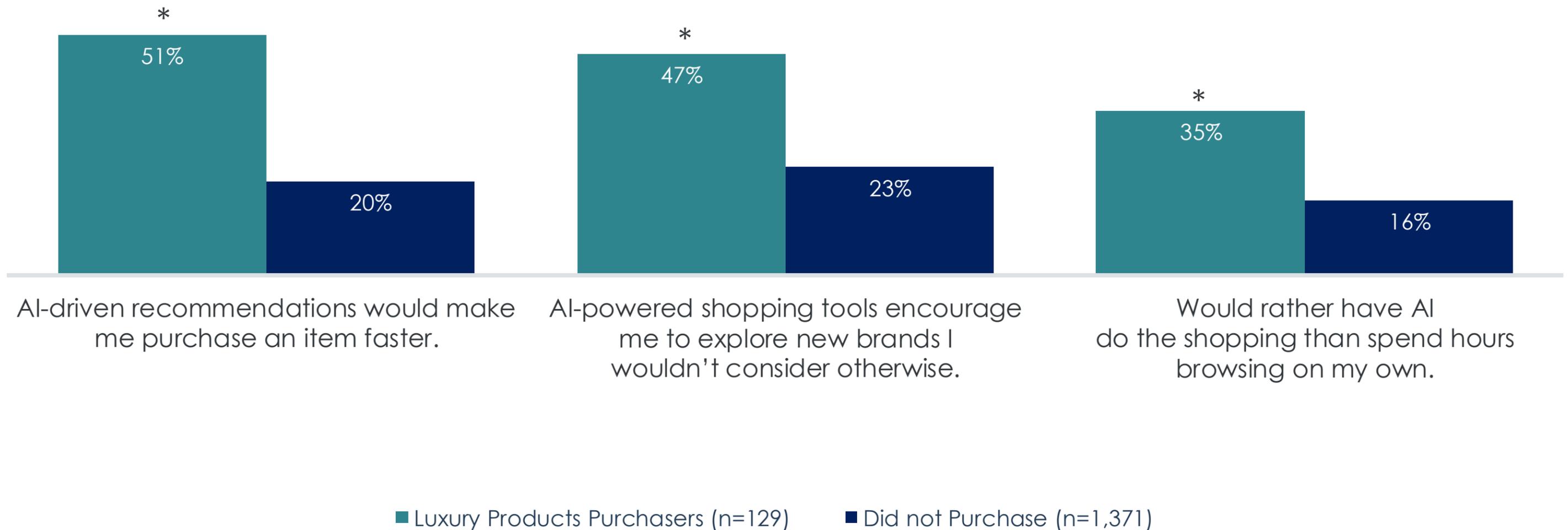


Categories	AI Trust Ranking
Electronics	1
Travel	2
Apparel	3
Home improvement	4
Beauty/Skincare	5
Auto	6
Furniture	7
Luxury items	8
Fitness gear	9
Vitamins/supplements	10
Alcohol	11

Luxury Products Shopper Habits Concerning AI

AI-powered tools are especially valued by luxury shoppers for their ability to streamline purchases and explore new products.

Top 2 on a 7-Point Agree Scale

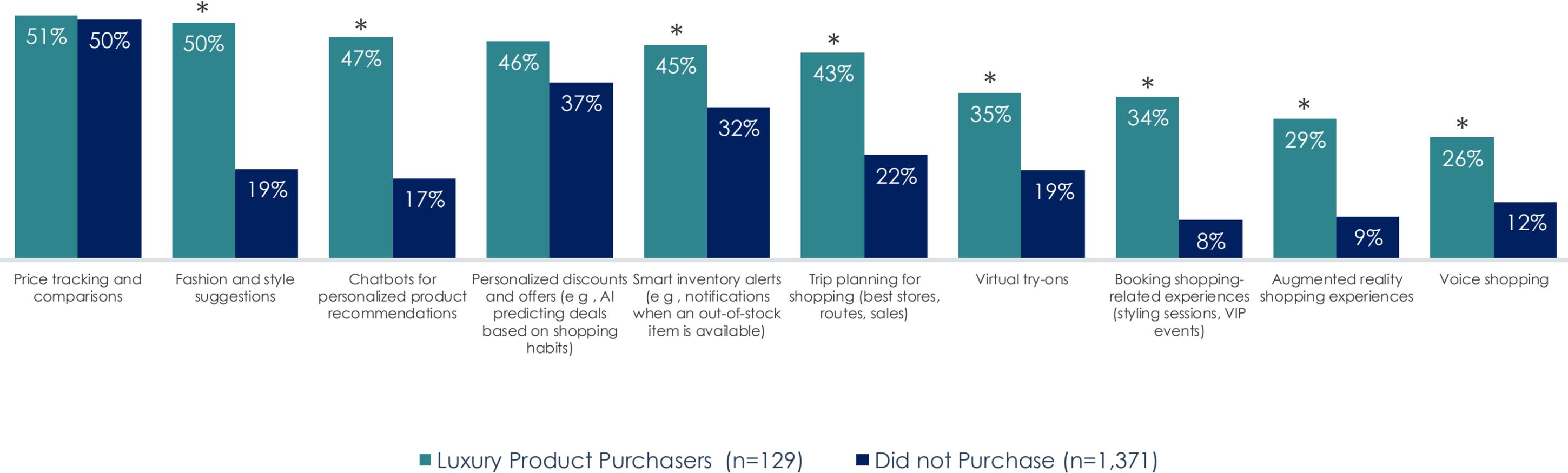


*indicates significant differences

Q. How much do you agree or disagree with the following statements? (Select one for each statement)

AI-Powered Features Most Likely to Use

Luxury shoppers are much more likely to utilize AI for shopping help. Most commonly for fashion and style suggestions, personalized product recommendations, and smart inventory alerts.



*indicates significant differences

AI Shopping Tools: Improvement Opportunities

Enhancing tailored experiences and speeding up the shopping process are key areas for enhancing AI shopping tools. Additionally, some users mention a desire for AI shopping tools to assist with the in-store experience.

Tailored Experience

"It tailors recommendations to your tastes and preferences"

"Personalized recommendations can make my shopping experiences more appealing to me"

"More personalized options for me as a consumer"

"I would like it if the AI could curate products, ratings, prices and locations on a comparison basis to ease and speed up the research process."

Convenience & Cost

"If it saved me time and more importantly money"

"The ability to order and pay for groceries that I need and want when it's time to get groceries."

"It would help me make purchasing decisions faster."

"Finding the cheapest and best option for what I'm looking for and creating a list."

"I do really hate to shop. If AI could do the shopping for me that would make me happy."

"If they could find discounts and deals."

User Interface and Usability

"A clean, intuitive design that makes navigation effortless can significantly improve the shopping experience. Simplicity and accessibility are key."

"Virtual try-ons or augmented reality simulations of how a product might work for me."

"A perfect AI model that you can adjust the body size to a person's exact body measurements to try on an outfit."

"It needs to be more seamless. Right now, it feels like a separate feature instead of a core experience."

"The AI voices are too digitized. They would need to be more lifelike."

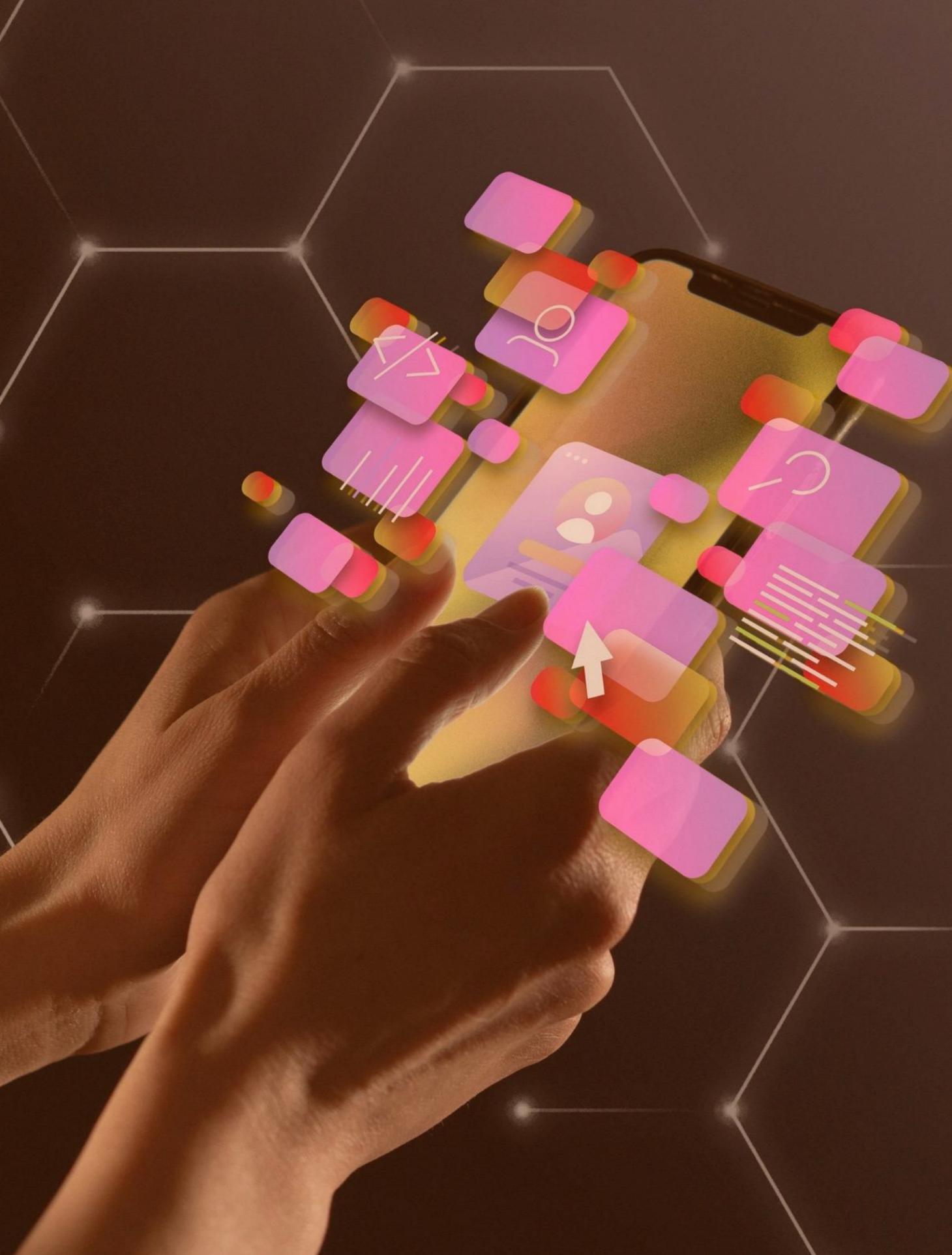
In-Store Experience

"I would love an AI shopping experience that helps me find things in the store."

"Just knowing if the items I want are available in store."

"I hate browsing in stores. AI help would make shopping faster and easier."

"I genuinely like shopping. I would like AI to help find items in the store, comparing brands to each other to see which has better ingredients, and recommendations based on past purchases."



AI Ad Content

Instagram and Facebook are the top platforms where luxury shoppers prefer to receive personalized AI-driven ad content.

Channels	Ranking
Instagram	1
Facebook	2
Television	3
TikTok	4
Blogs	5
Podcasts	6
News publications	7
Reddit	8
Linkedin	9
Radio	10

Q. Rank from most interested to least interested, what media channels would you like to receive personalized AI ad content. (Rank from most interested to least)

Optimism & Concerns



Consumer Optimism

Overall, Americans remain positive about the future.

Optimism
Top 2 box on a 4-point scale



Why are Americans Optimistic? (75% of total responses)

Americans who are hopeful about the future point to the current administration as a major factor behind their optimism. Additionally, belief that financial stability, possibility of tech advances, and personal plus familial health also adds to their positive outlook.

Political and Economic Reasons

"The new administration has brought changes that have improved my living situation."

"I believe the economy will improve under the current leadership."

"The economy seems to be improving, and the efforts are being made to cut federal expenses to reduce national debt."

Financial Stability

"My job is secure and high paying"

"I believe I will be financially very stable in coming years"

"I got a raise recently"

"I have added a new exciting business picture with my existing business model and it will be very profitable."

"I am three years away from retirement and have worked to save for it."

Family and Personal Wellbeing

"I have a wonderful family and friends that are supporting. I have a career I love and my husband is very successful. We also have a nice sum for retirement."

"Seeing my grandchildren grow makes me keeping going."

"We are planning to move out of state and purchase a home."

"I have a good family, good wife, I have new born baby 8 months old. I am trying to make better life for my son and its actually make me optimistic."

"I have God in my life, a beautiful marriage and kids and all my needs are met."

Advancing Technology

"The possibility of AI to drive growth and innovation"

"I'm optimistic about the future because technology keeps improving daily, making life easier and more connected worldwide."

"I am optimistic about the future mainly because of the incredible advancements we're seeing in technology, sustainability, global cooperation, and new innovations in areas like renewable energy and more."

"Technology advancement will solve most problems in the future."

"Rapid progress in technology such as artificial intelligence"

Why are Americans Not Optimistic? (25% of total responses)

In the same vein, Americans who are pessimistic about the future also blame the current administration for their frustrations. Other contributing factors include concerns about financial instability, and climate change.

Governance Failures

"I am concerned about the direction of leadership in the country."

"I feel that the current policies are negatively impacting the country."

"There are unsettling developments in the government that contribute to uncertainty."

"I am concerned about policies that may negatively impact certain communities"

"The outcome of recent elections has made me less hopeful about the future."

"The government is scary. "

Financial Instability

"I am concerned about having enough financial resources for retirement."

"Inflation is reducing my purchasing power, and as a senior, I have limited opportunities to increase my income."

"Things are too expensive"

"Prices continue to increase while wages and income have remained relatively unchanged."

"Inflation and recent policy changes have created uncertainty about future affordability and financial stability."

Inflation shows no signs of stopping. Trump and Musk don't care what happens to the average citizen. I can't afford groceries or gasoline

Climate Concerns

"The increasing frequency of extreme weather events makes it hard to feel optimistic."

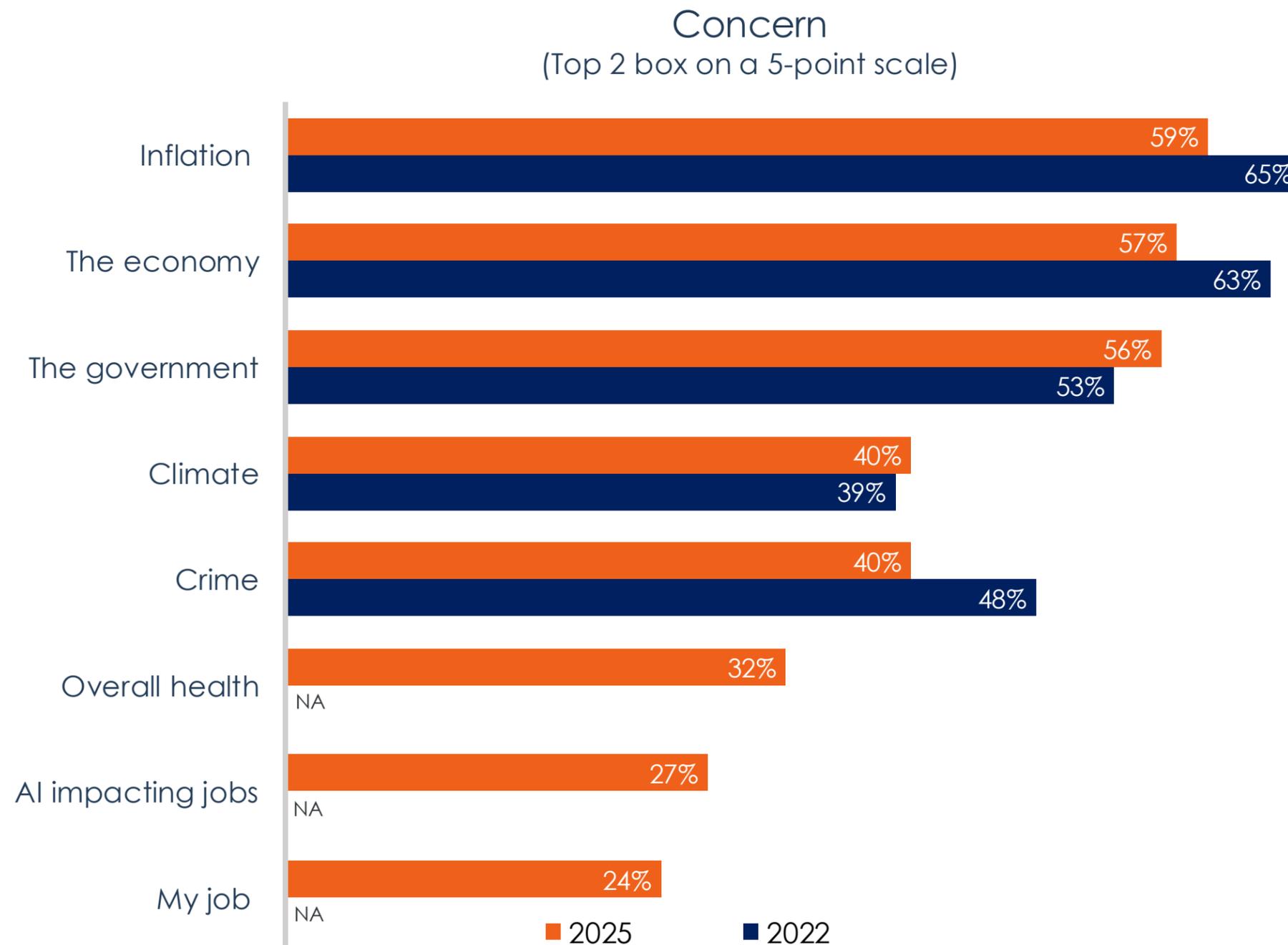
"There needs to be stronger action on climate change and there is little being done."

"I worry about the stability of the planet."

"The slow pace of climate action makes it difficult to believe meaningful changes will happen in time."

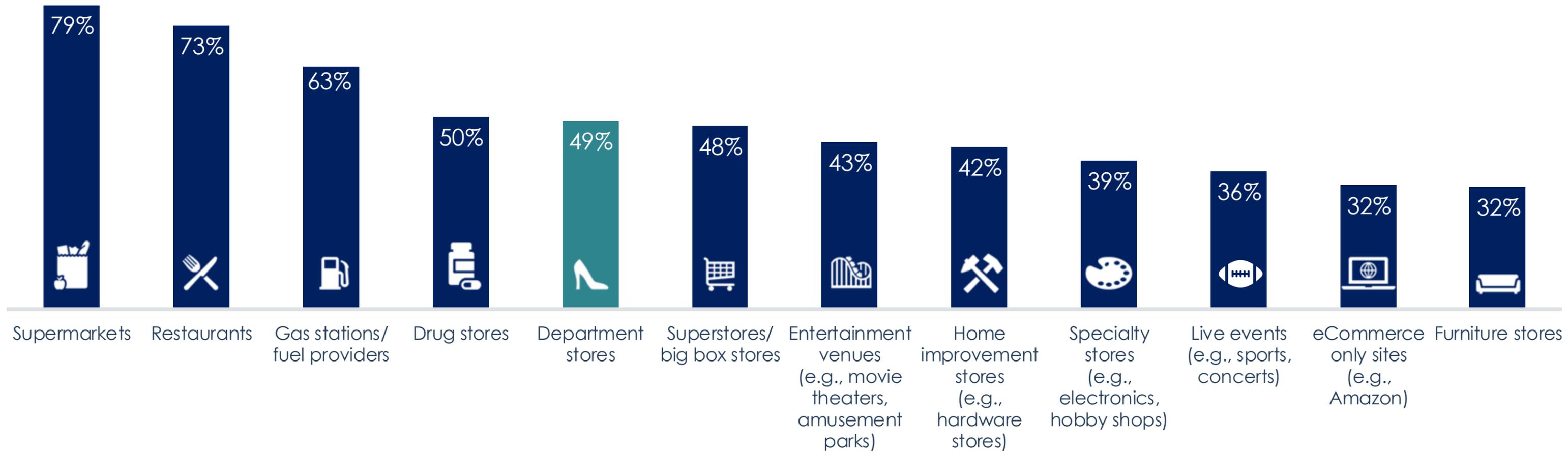
Top Concerns Impacting Consumers

Despite a decrease from three years ago, inflation and the economy continues to be the leading concern for Americans. Governmental concerns has risen since 2022, while crime has sharply declined.



Inflation Impact Across Different Types of Stores

While half of consumers have seen price increases at department stores, it is not as high as supermarkets and restaurants.





Luxury Customer Profile

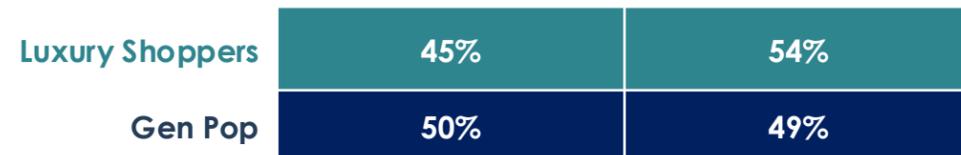
Respondent Profile

Gender



Female

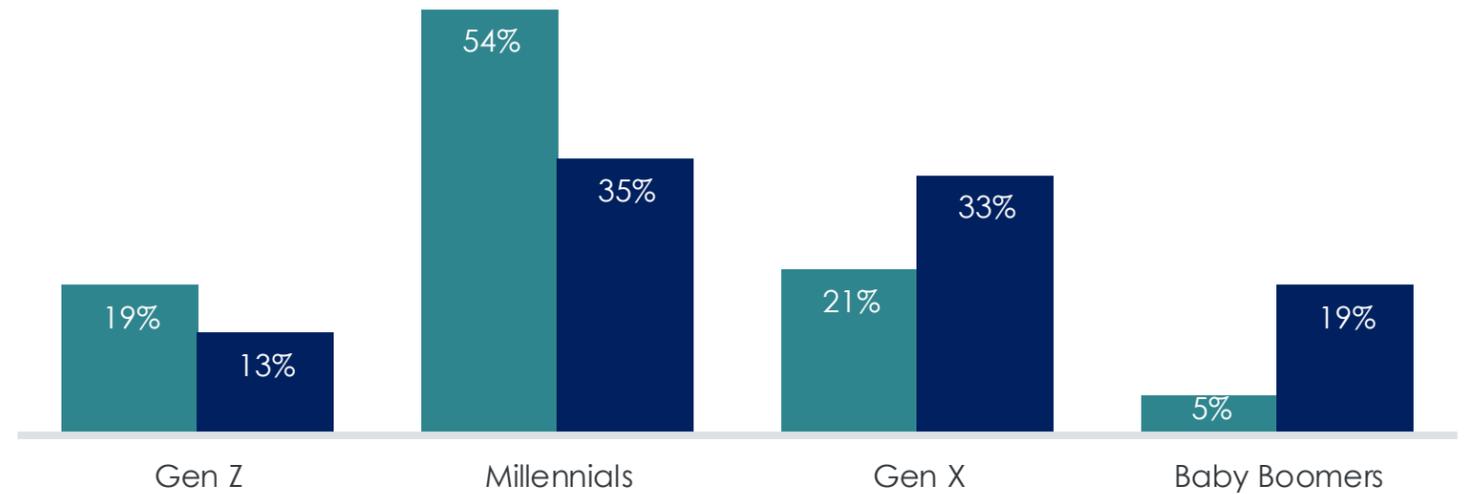
Male



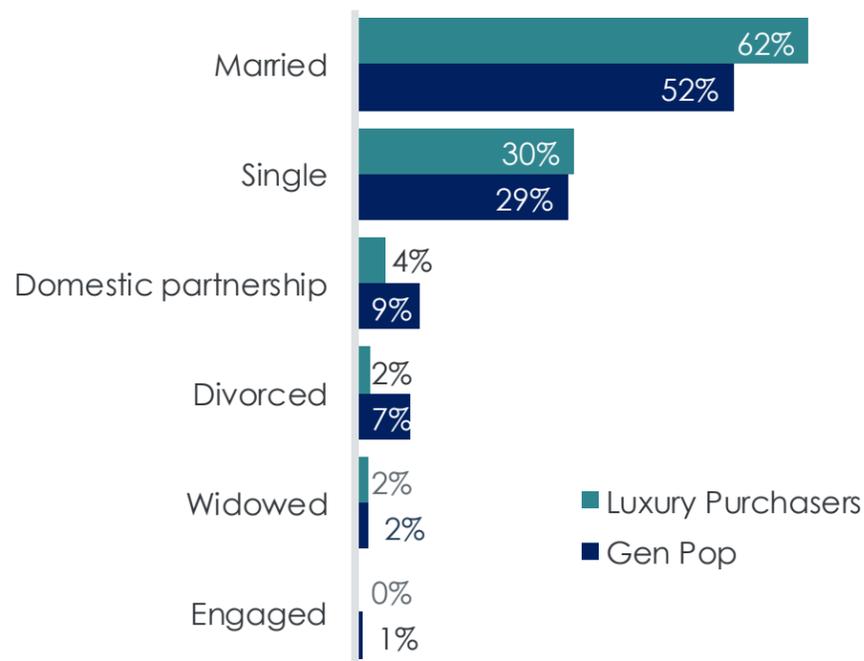
*<1% other identity

Generation

■ Luxury Purchasers ■ Gen Pop

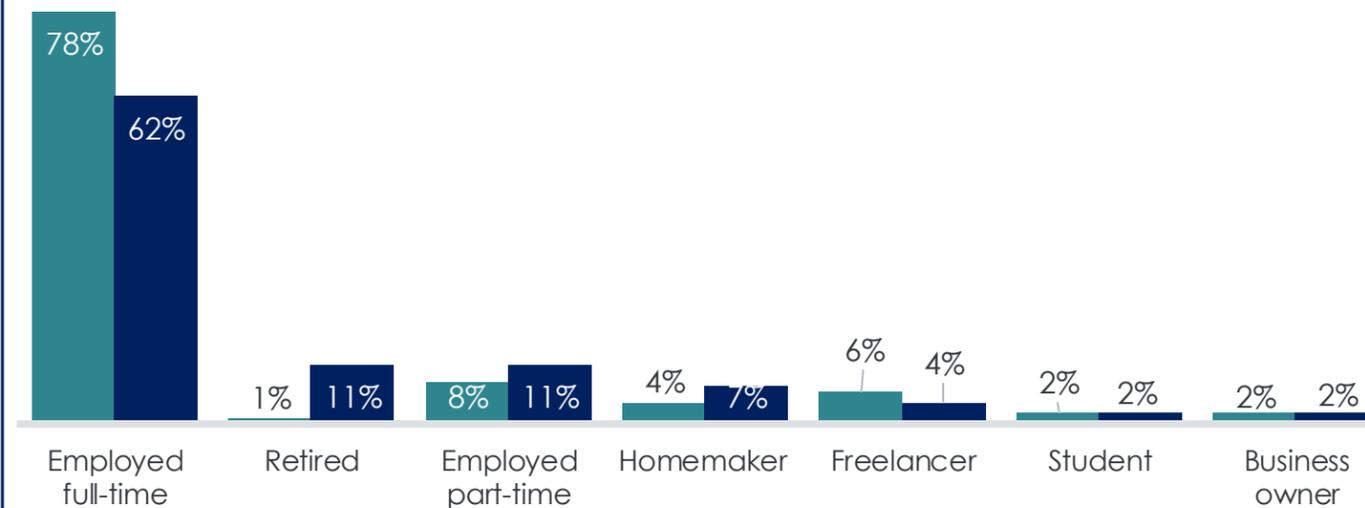


Civil Status



Employment Status

■ Luxury Purchasers ■ Gen Pop



Parents of Children Under 18

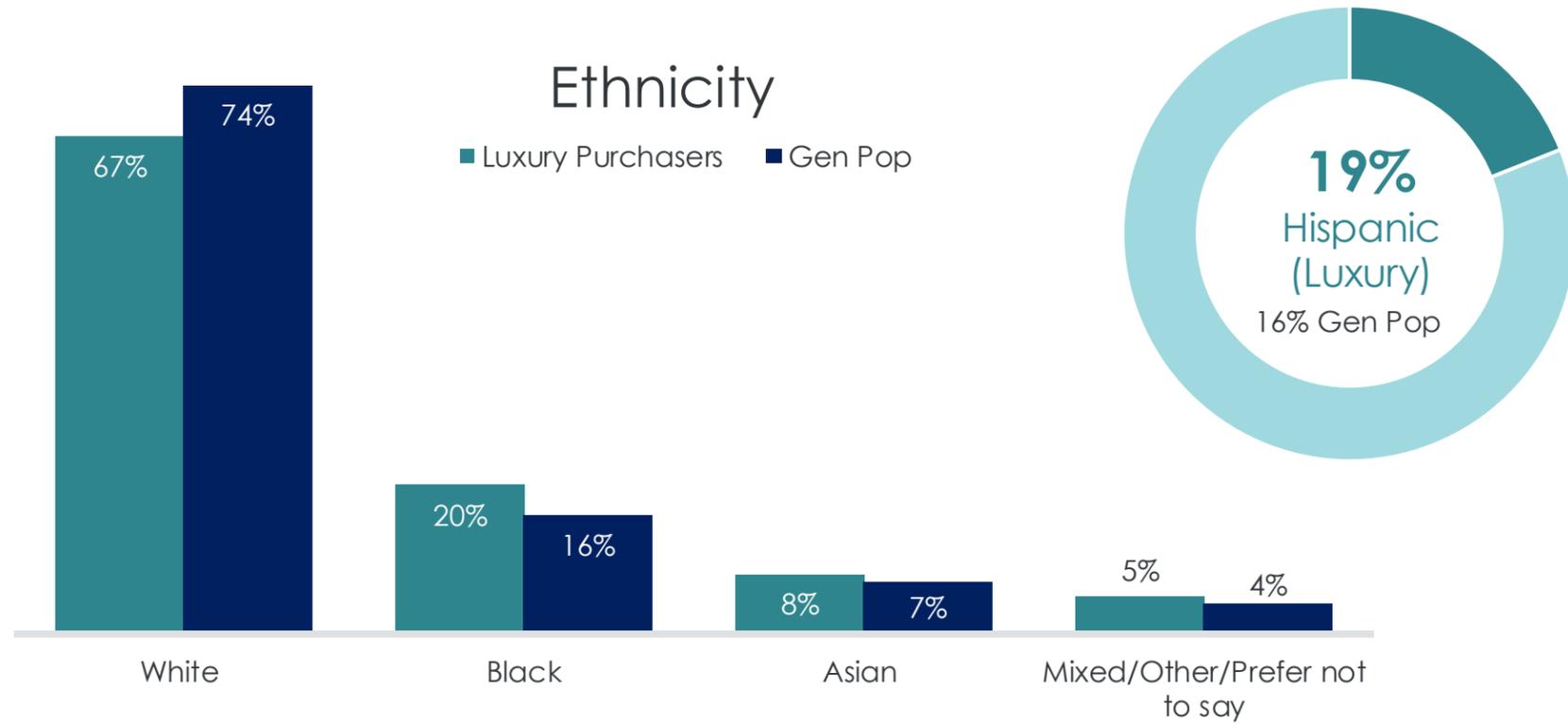


67%
Of Luxury Shoppers

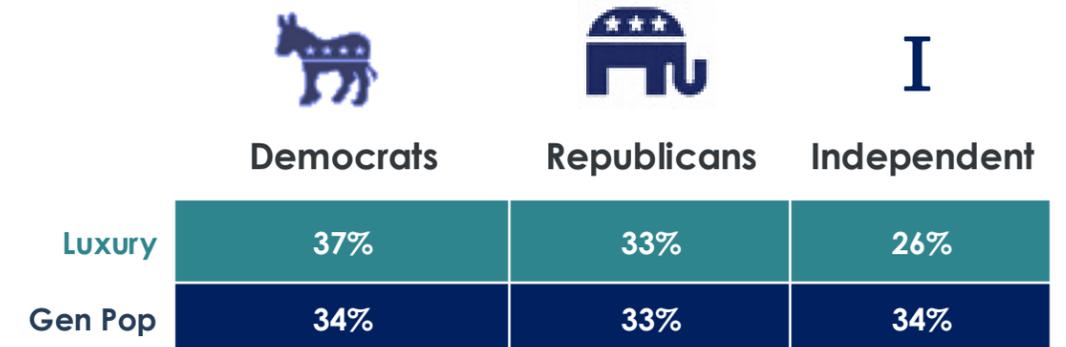
39%
Gen Pop

Respondent Profile

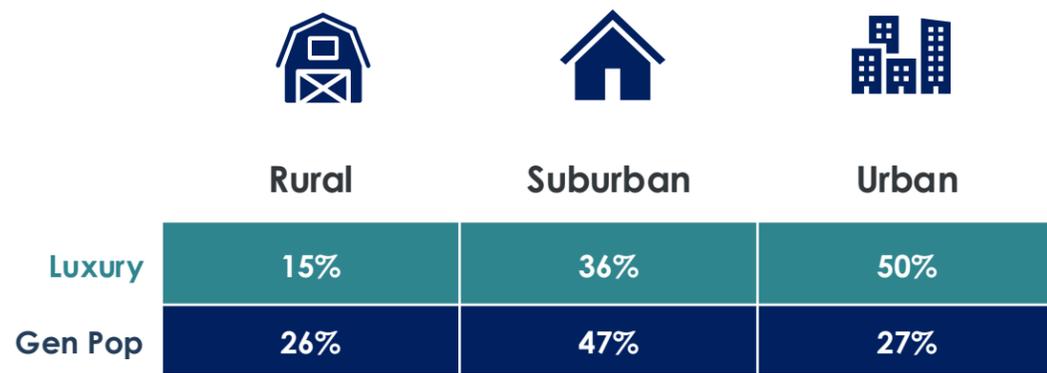
Ethnicity



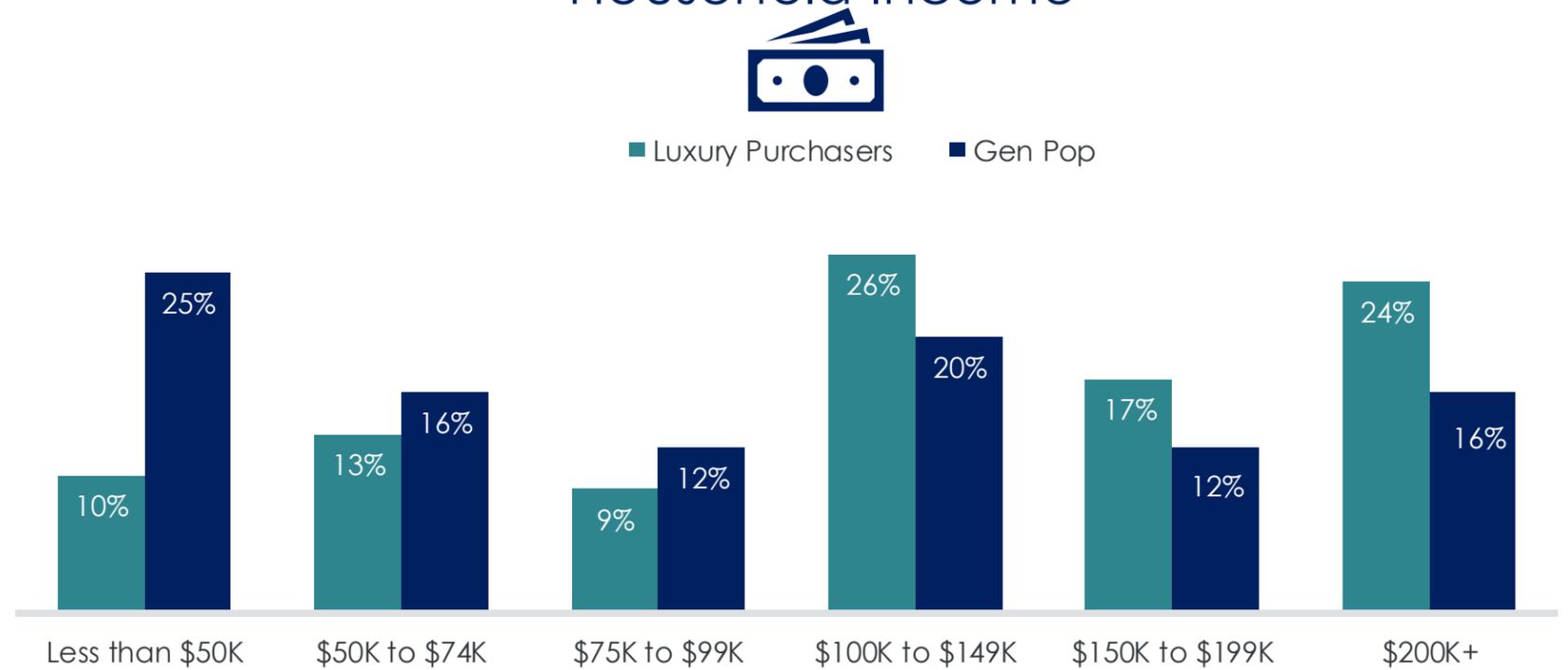
Political Party



Area



Household Income



About Provoke Insights

Provoke Insights is a full-service market research firm founded on the belief that research should better align with marketers' needs. Our mission is to empower brands by providing them with the insights they need to navigate today's ever-changing marketing landscape.

Unlike traditional market research firms, we take a more agile and innovative approach to our work. Our team is dedicated to developing initiatives that are designed to address the unique and evolving needs of today's market quickly and effectively.

What sets Provoke Insights apart from other research firms is our singular focus on branding and advertising initiatives. Our team consists of seasoned researchers who are also experienced brand and media strategists. With this expertise, we deliver actionable insights that help brands succeed in their marketing efforts.

For more information or press inquiries, reach out to info@provokeinsights.com.

