



Discover What's Hot, What's Not in the Personal Luxury Market

A new Unity Marketing report reveals 7 years of data & analysis on the American affluent consumers and their purchases of personal luxury goods.

STEVENS, PENNSYLVANIA, UNITED STATES, September 29, 2015 /EINPresswire.com/ -- The [Personal Luxury Report USA](#) gives marketers data about trends in what luxury consumers are buying, where they are shopping, how much they are spending and what brands they favor in personal luxury goods. The report shares findings of 5,001 luxury consumers surveyed in 2013 (average income \$260,000) and compares results from the past six years, 2008-2013, to provide a six-year perspective of long term trends in the luxury consumer market.

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*Pam Danziger, Unity
Marketing*

"We designed the Personal Luxury Report USA as both a powerful desk reference and a source for insight into the future trends in the luxury market. The new report provides

the kind of detailed facts and figures about the luxury consumer market that will delight data-driven executives. But it also focuses on the mindset and attitudes of the luxury consumer, making it an invaluable tool for luxury brand executives to plan for the future of their changing marketplace," says Danziger.

More about The Personal Luxury Report USA

The Personal Luxury Report USA is a compilation of the quarterly luxury tracking surveys that [Unity Marketing](#) conducts every three months with ~1,200 affluent consumers who purchased one or more personal luxuries in the study period. Unity's luxury tracking study is the only longitudinal study of its kind that tracks the luxury consumer market, what they buy, how much they spend.

The Personal Luxury Report USA examines consumers' buying behavior and spending habits related to eight key product categories including clothing, fashion accessories, beauty, jewelry, watches, automobiles, personal electronics and wine and spirits. It includes historical information for the past five years in personal luxury, from 2008-2012. The data included in this report is extracted from the overall Luxury Report 2014 with detail data included for all personal luxury categories.

The report contains details on personal luxury products bought by affluent consumers, including annual spending, where these products were purchased and details of the types and brands of products bought. The Personal Luxury Report USA is written by [Pam Danziger](#), one of the nation's leading expert on the luxury market and is based upon the kind of in-depth consumer research for which Pam Danziger and Unity Marketing are known.

Guides luxury marketers to shifts and changes in their target customers' attitudes and shopping behavior

This report provides vital data about what luxuries affluents are buying, how much they are spending, where they are making their purchases and what brands they favor. This report provides invaluable information about the mindset, attitudes and spending habits of the affluent consumers that luxury marketers target. This is not just report about people with high incomes, but affluents who buy luxury goods and services.

More importantly it gives marketers an analytic view of the luxury consumer market going in and coming out of the recession.

Luxury Marketers: This is a report about your customers & your target customers

Details about what these luxury consumers bought, how much they spent, where they made their purchases, and in certain categories the luxury brands they patronized are reported in four major categories of luxury. Significantly more product categories and more brands were included in the latest surveys, notably:

- Clothing and Apparel (Women's casual, dress/business, formal/evening, outerwear; men's casual, dress/business, formal/evening, outerwear; teen's clothing; children's clothing; baby clothing)
- Cosmetics, Fragrance and Beauty Products (Fragrances, perfumes; bath and body lotions; face care; hair care; cosmetics and makeup; sun and tanning products)
- Fashion Accessories (Women's handbags, shoes, brief cases, and fashion accessories, such as scarves, belts; men's wallets, brief cases and men's fashion accessories, including shoes, belts, etc.; luggage for men and women)
- Jewelry (Women's and men's jewelry by type, including necklaces, earrings, bracelets, rings, bridal/wedding, pins and brooches; women's and men's jewelry by material, including 14k and above gold, sterling silver, platinum, gold plate or vermeil, costume jewelry; and women's and men's jewelry by stone, including diamonds, other precious gemstones, semi-precious gemstones, pearl, faux or man-made, no gemstone content)
- Watches (Women's and men's watches by style, including formal/dress or casual/sports)-
- Wine, Liquor and Spirits (Wine, champagne, vodka, whiskey, rum, scotch, cognac, bourbon, sherry/port)-
- Personal Electronics (iPods and other MP3 devices; cameras; cellular phones; laptop computers & notebooks; PDA's)
- Automobiles (Euro, Asian and U.S luxury models)

Provides marketers with facts and data that support strategic decisions

This report provides the facts and figures you need to develop winning marketing and business strategies. By working with the facts, not fantasies, you have a much better chance of success marketing to the luxury consumers. This report gives you a horizontal view of the luxury market, recognizing that luxury marketers compete not just with companies within their vertical product niche, but across all luxury categories as well.

Within each category of luxury, the key drivers for purchase are studied, such as role of luxury brand in purchase decision; the influence of sales price on purchase; where the shopper bought their last luxury; why they bought luxuries; whether their luxury purchases were made a gifts; and other motivational factors.

This report doesn't stop with the data -- It pushes further to help marketers and retailers put the information to use

Translate the data into information that marketing executives can use to make critical strategic decisions

This market research report helps make the research data and findings accessible and useable. It provides marketers with three powerful perspectives: "The What", "So What" and "Now What." This report is filled with advice and guidance for luxury marketers to take action on the research findings revealed.

About Pam Danziger & Unity Marketing

Pamela N. Danziger is an internationally recognized expert specializing in consumer insights for marketers targeting the affluent consumer. She is president of Unity Marketing, a marketing consulting firm she founded in 1992.

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