

GUCCI

PT. 2

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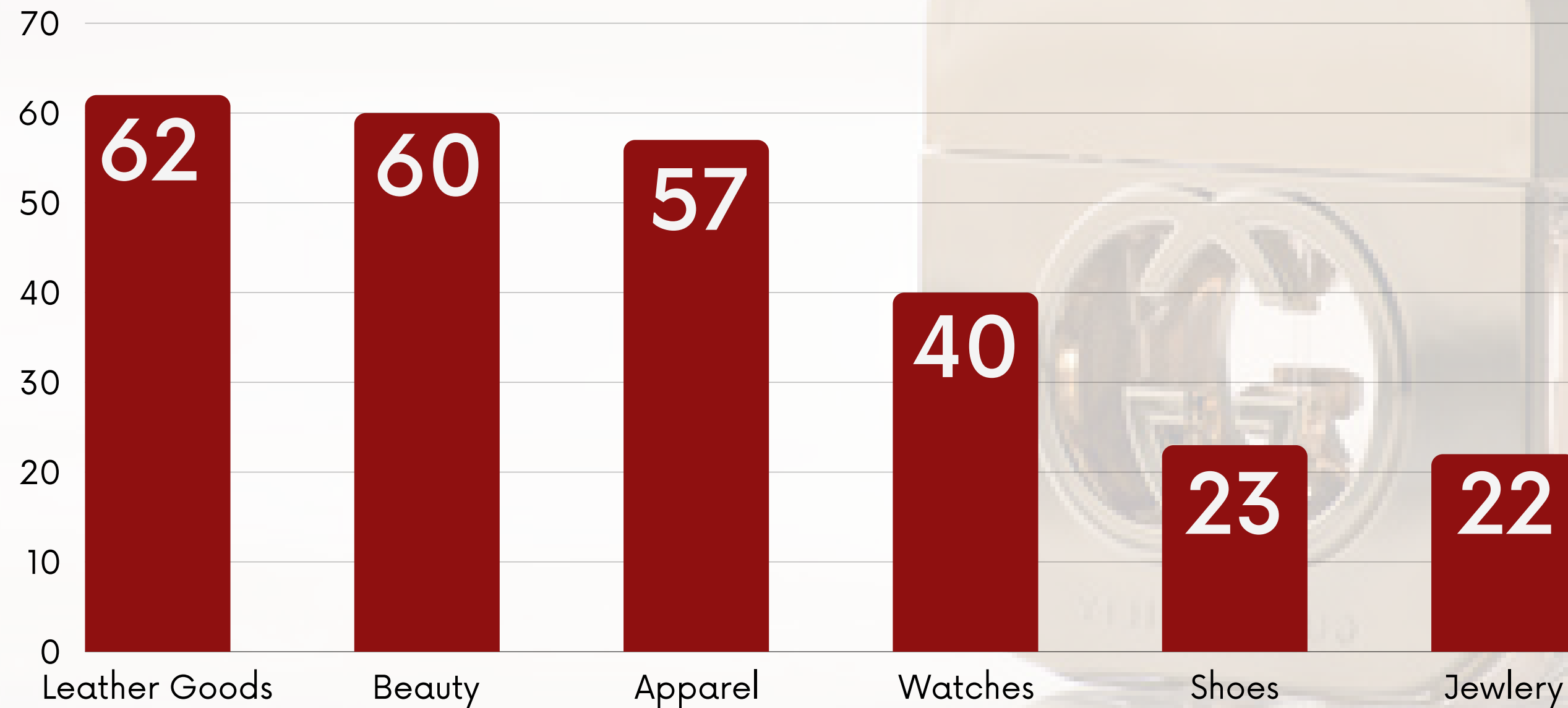
MARKET

Current Markets
Market Positions



MARKET OVERVIEW

Personal luxury goods market value worldwide, by product type, billion USD (2021)

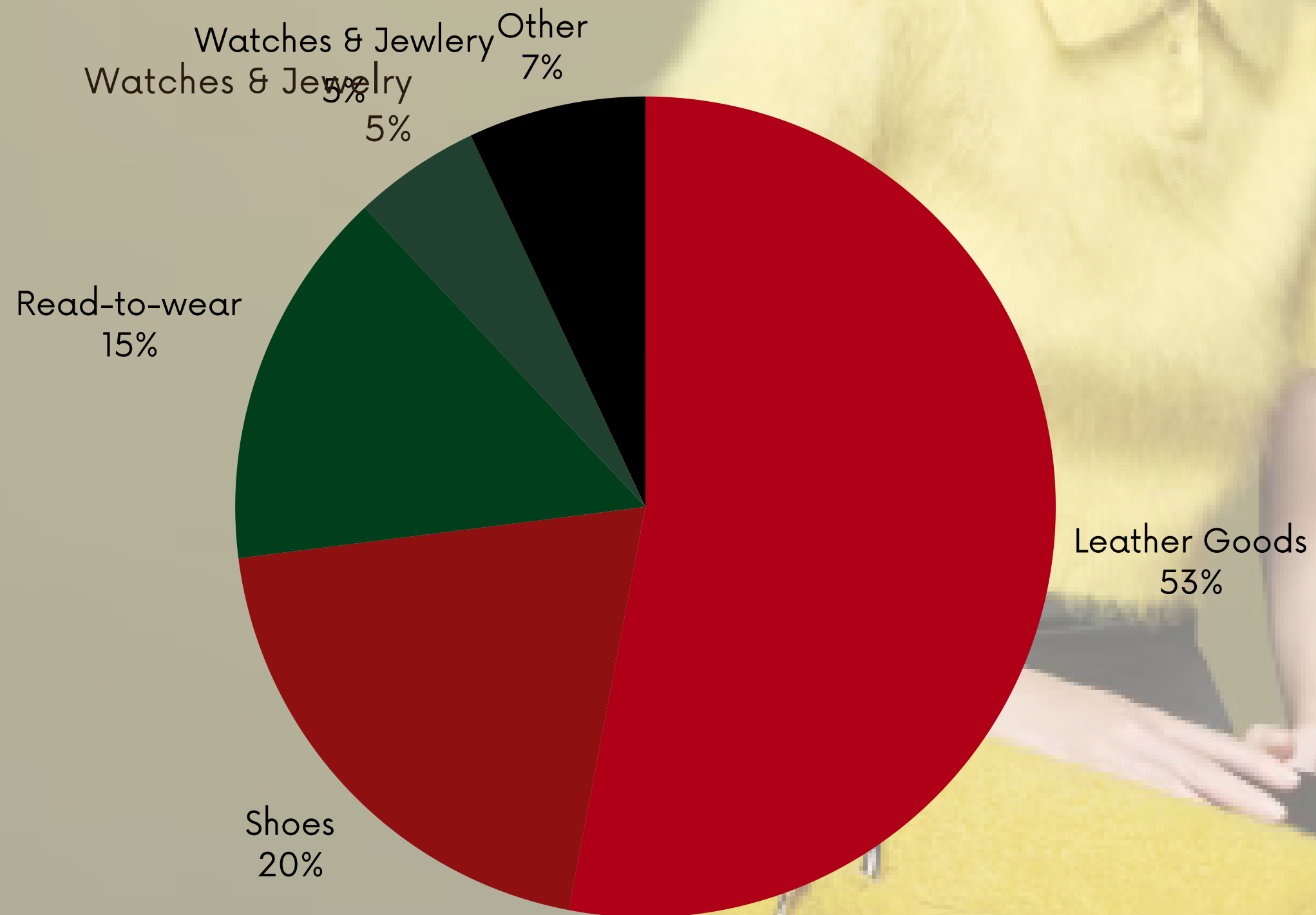


Description: This statistic shows the value of the personal luxury goods market worldwide in 2021, by product type. In 2021, the market value of personal luxury apparel products reached an estimated 57 billion euros. [Read more](#)
Note(s): Worldwide; 2021; * Estimate. [Read more](#)
Source(s): Bain & Company



MARKET OVERVIEW

Revenue share of Gucci Worldwide, by product category (2023)



MARKET OVERVIEW

Global revenue share of Gucci, by region (2023)

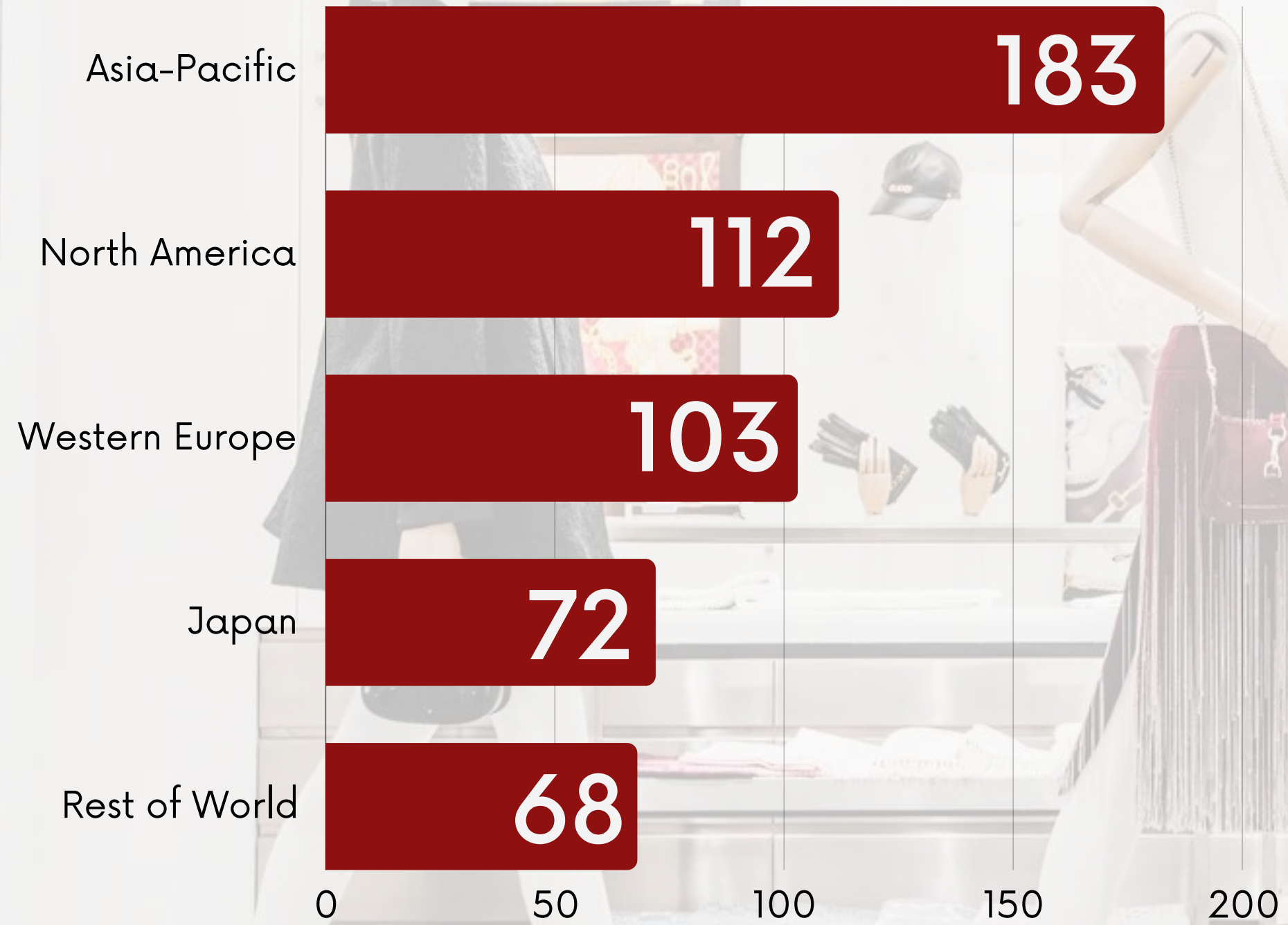


14 | Description: Gucci is one of the most iconic and well-known luxury personal goods brands in the world. The company operates all over the world. As of 2023, 39 percent of the Gucci's revenues were generated in the Asia-Pacific market. How did Gucci's product line develop? Gucci was founded in Florence, Italy in 1921. The company started out as a leather goods manufacturer, dealing primarily in the sale of leather bags to people travelling on horseback. As methods of transport changed, so too did [...] [Read more](#)
Note(s): Worldwide; 2023
Source(s): Kering



MARKET OVERVIEW

Number of Gucci DOS worldwide, by region (2023)



Total number of Gucci DOS stores worldwide

538



MARKET OVERVIEW

“Gucci has found a way to be an **aspirational brand** while embracing inclusivity – fostering its community through its digital strategy, and improving representation both in outward facing content and within the company too”.

-Contagious



GUCCI CURRENT MARKET ANALYSIS

Leather Goods
Beauty & Fragrance
Apparel & Shoes
Jewelry & Watches
Home Decor & Lifestyle





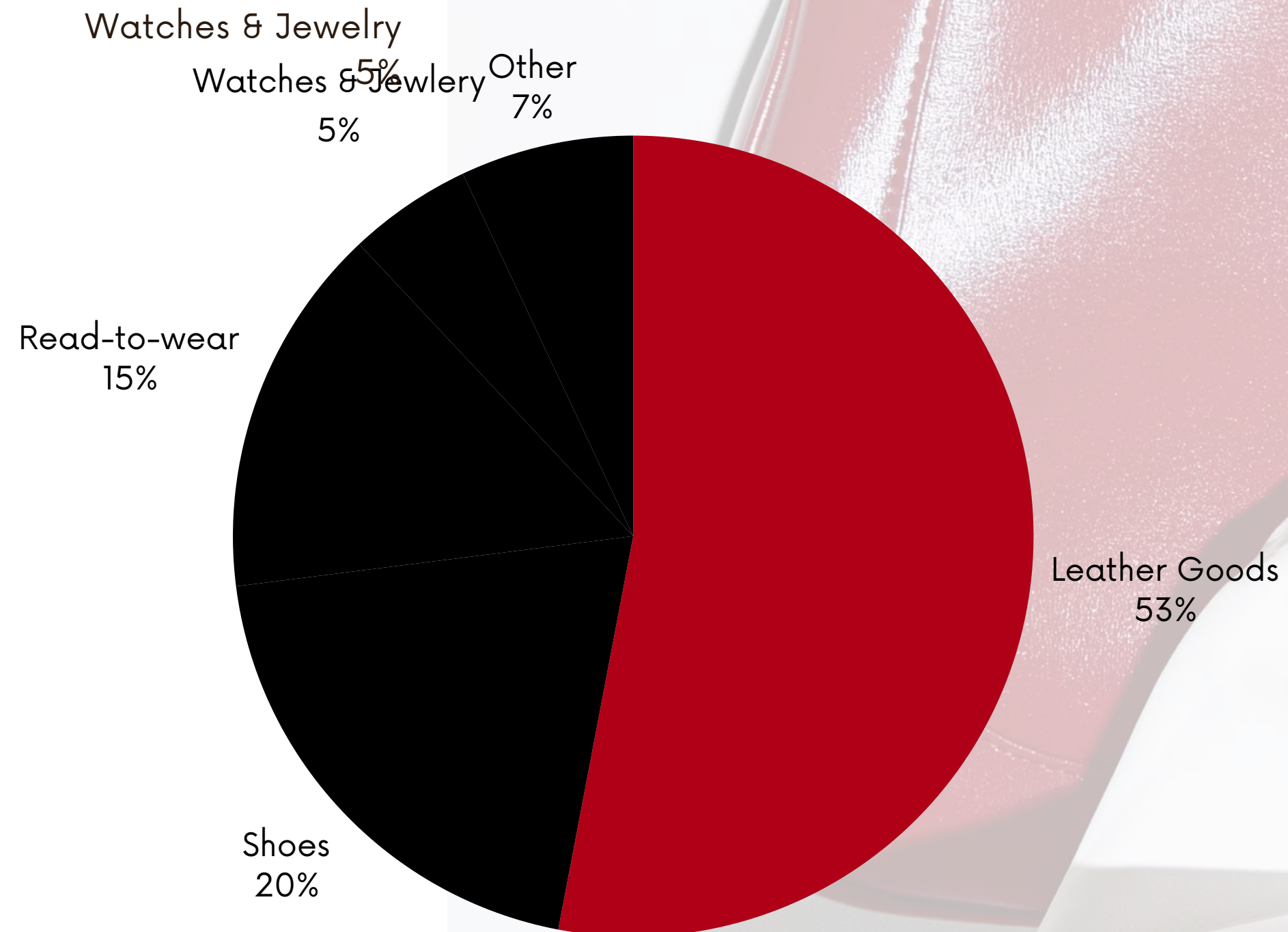
LEATHER GOODS



CURRENT MARKETS

LEATHER GOODS

Revenue share of Gucci Worldwide, by product category (2023)



Leather goods makes up **53%** of Gucci's revenue worldwide

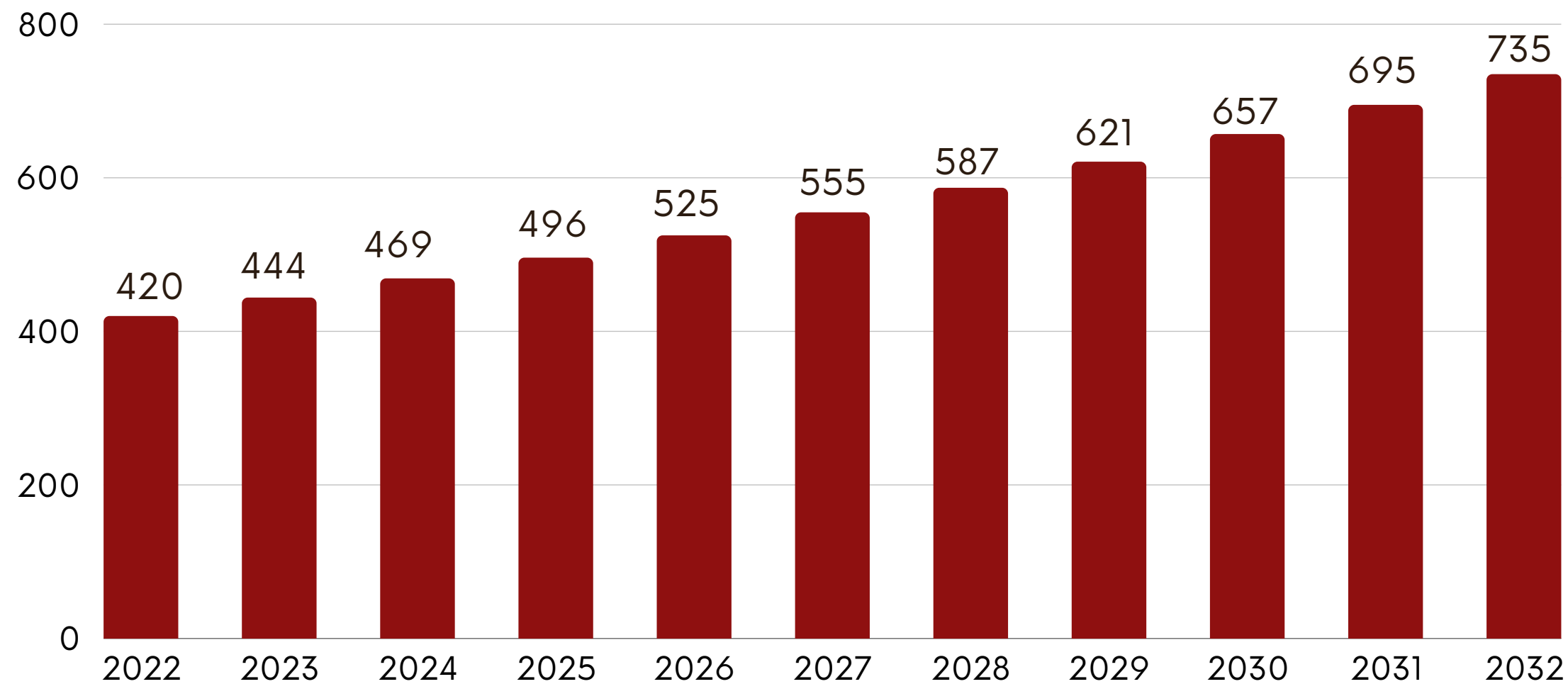


CURRENT MARKETS

LEATHER GOODS

Global leather goods market size was evaluated at USD 444.17 billion in 2022 and is expected to **grow** to USD **735 billion** by 2032 with a CAGR of **5.7%**

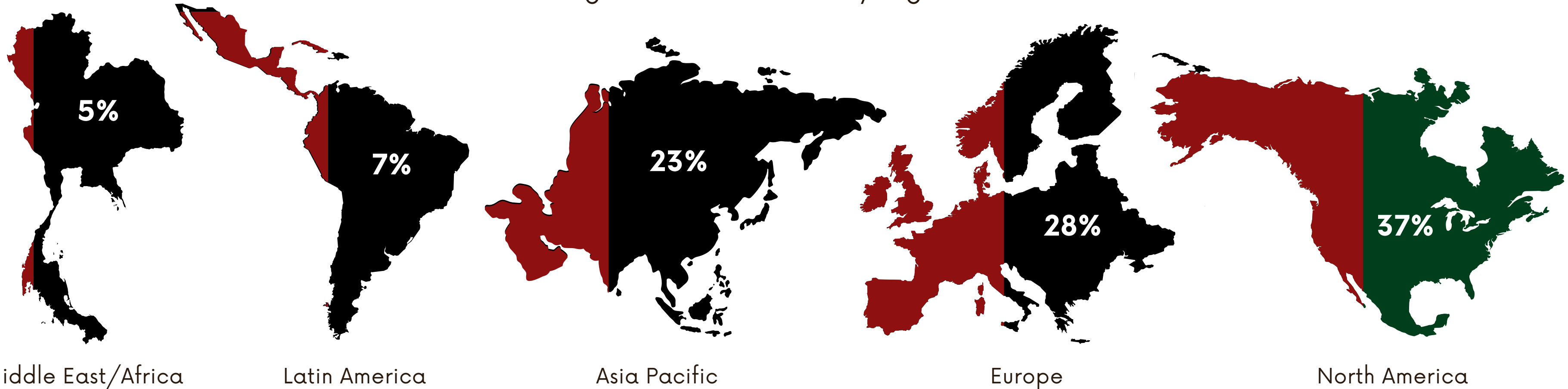
Global leather Goods Market Size, 2023 to 2032 (USD Billion)



CURRENT MARKETS

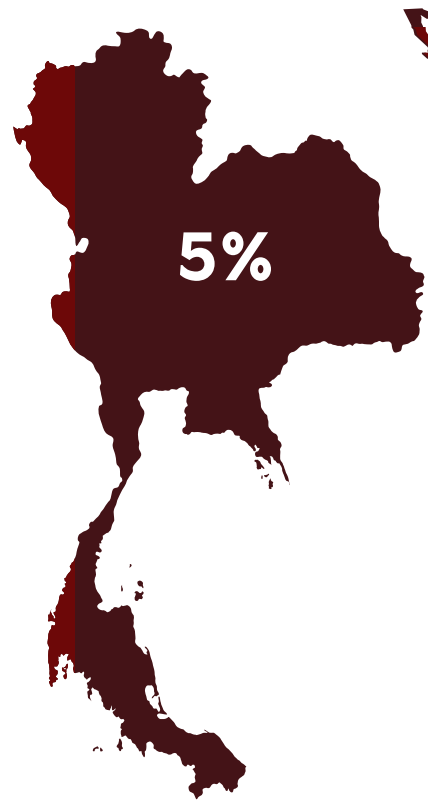
LEATHER GOODS - LEATHER SHARE

Leather goods market share by region 2022 %



- **Asia Pacific** region is estimated to expand the **fastest** CAGR between 2023 and 2032
- **China** is also a massive **exporter** of leather goods on a global scale and generates **25%** of yearly global leather production

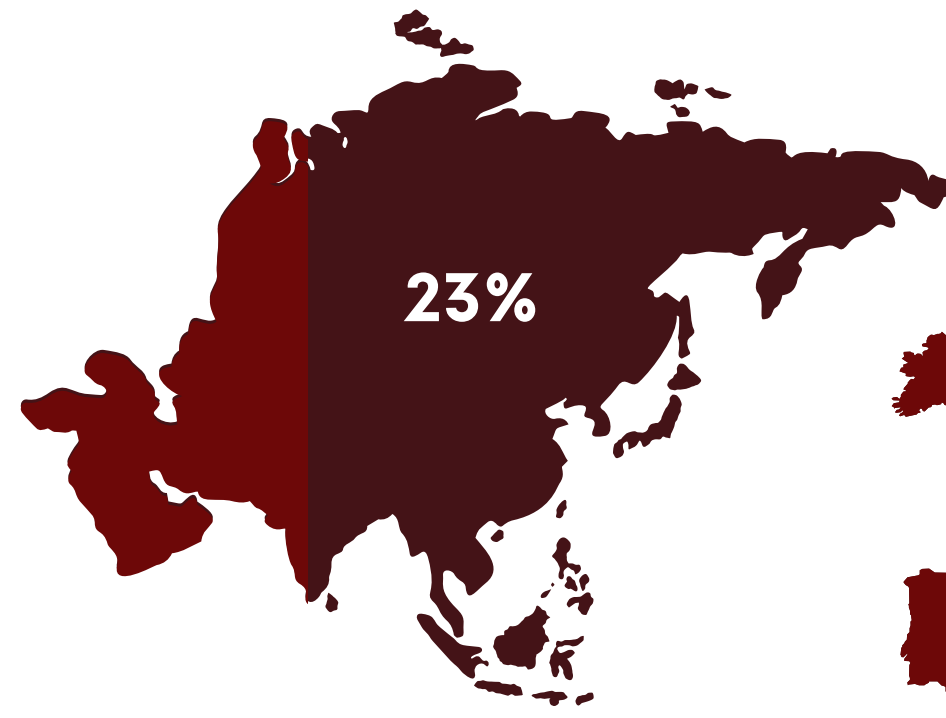




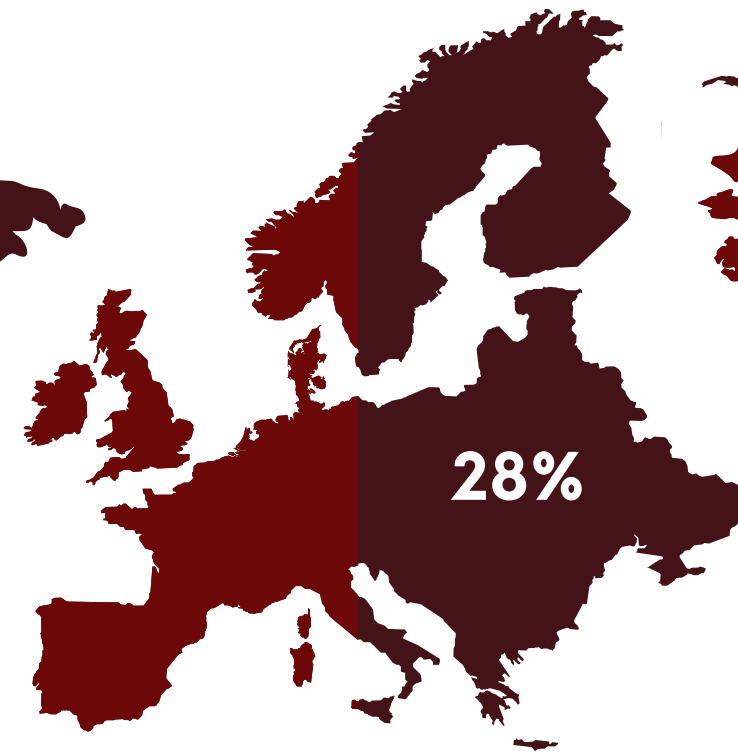
Middle East/Africa



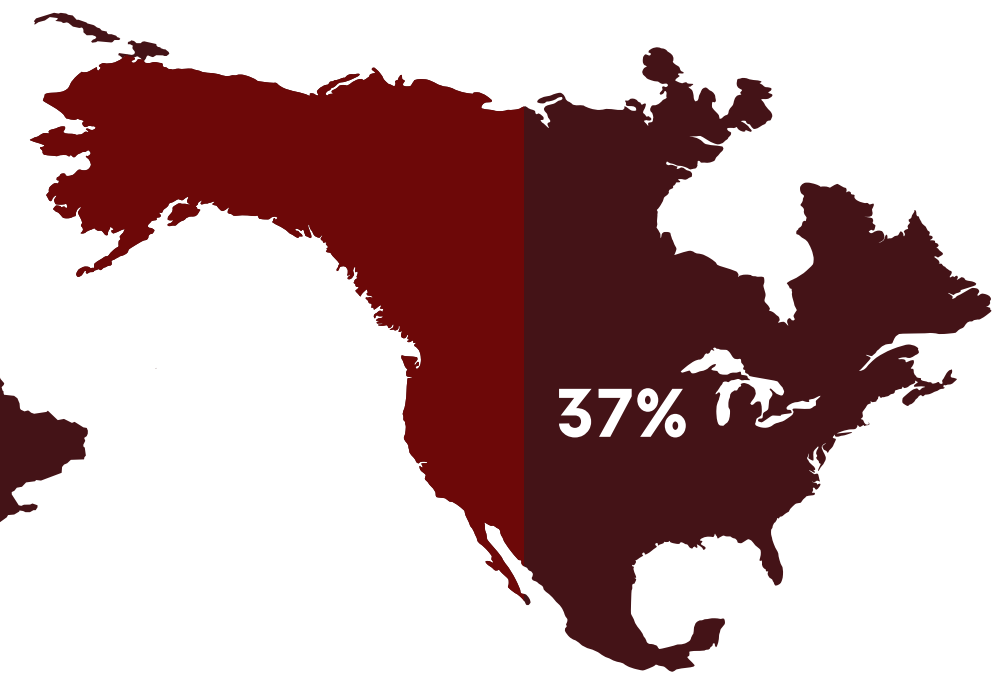
Latin America



Asia Pacific



Europe



North America

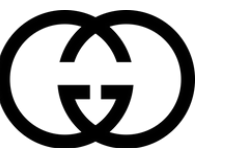
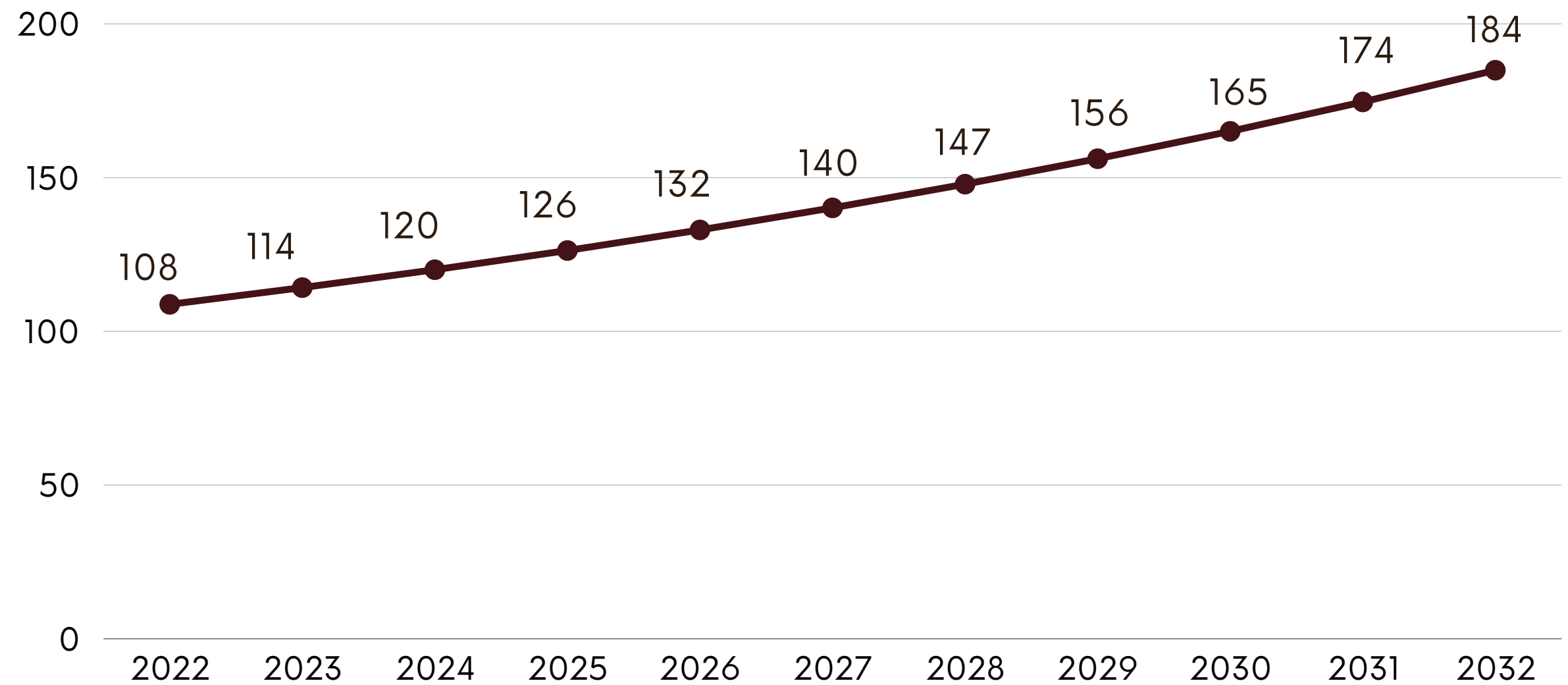
["Leather Goods Market Size to Hit USD 735 Billion by 2032." www.precedenceresearch.com, www.precedenceresearch.com/leather-goods-market#:~:text=The%20global%20leather%20goods%20market.](http://www.precedenceresearch.com/leather-goods-market#:~:text=The%20global%20leather%20goods%20market)

CURRENT MARKETS

LEATHER GOODS - US LEATHER GOODS



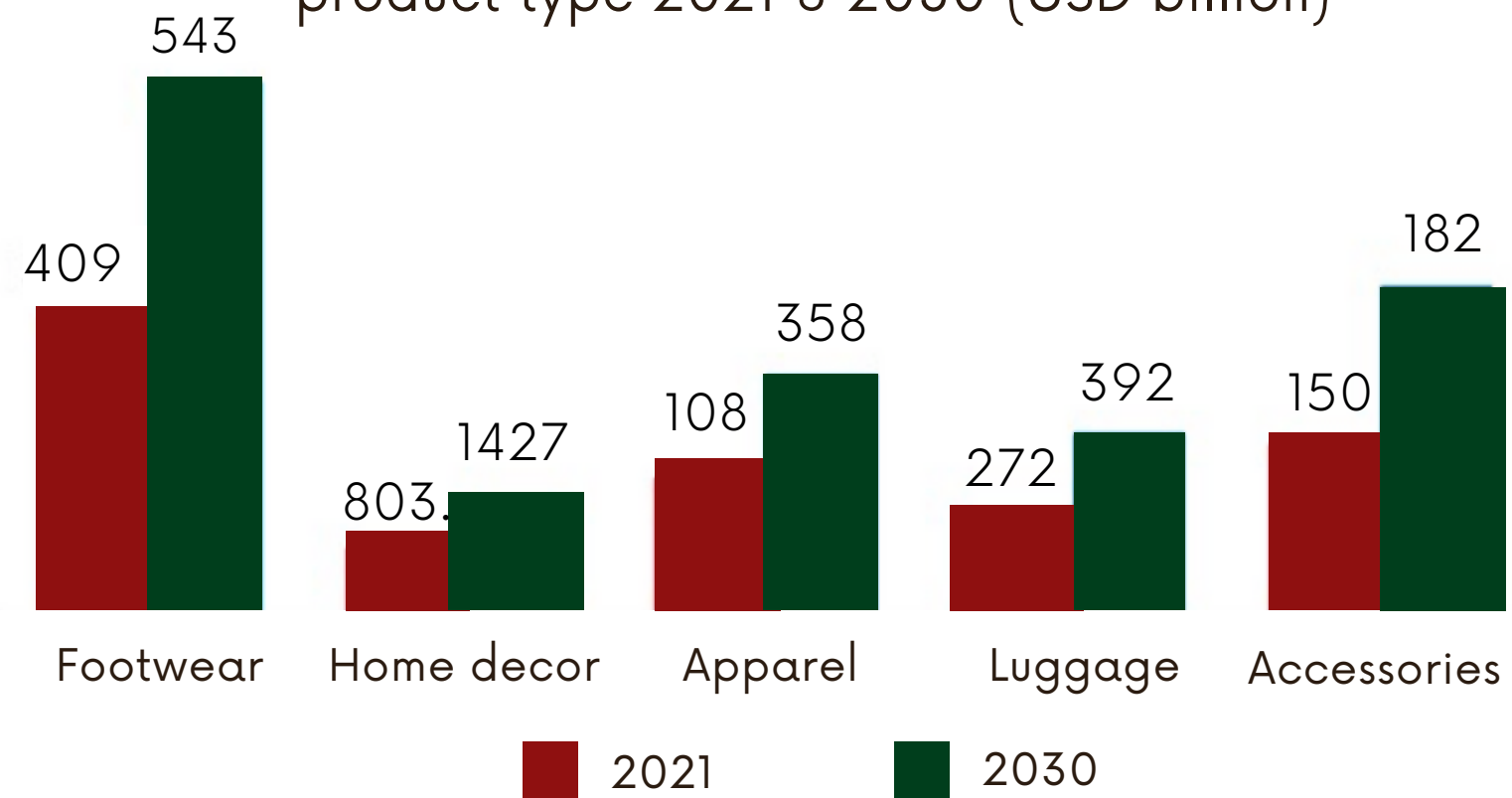
U.S. leather goods market size in millions USD from 2022-2032



CURRENT MARKETS

LEATHER GOODS - PRODUCTS OF LEATHER

Global leather goods market size by product type 2021 & 2030 (USD billion)



FOOTWEAR:

Largest segment revenue share of **44%** in 2022.

AUTOMOTIVE:

The automotive accessories segment is expected to grow at a **CAGR of 7.4%** till 2030.



CURRENT MARKETS

LEATHER GOODS – TYPES OF LEATHER

GENUINE LEATHER SEGMENT:

Market share: 54.1% in 2022

CAGR 2022: 6%

Growth Factors: Increasing knowledge regarding the benefits of genuine leather products

Trends: Growing application of consumer goods

Opportunities: Booming automotive industry

SYNTHETIC LEATHER SEGMENT:

CAGR: Increase of 7.5% between 2023 and 2032

Market Valuation in 2023: USD 73.03 billion

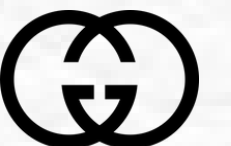
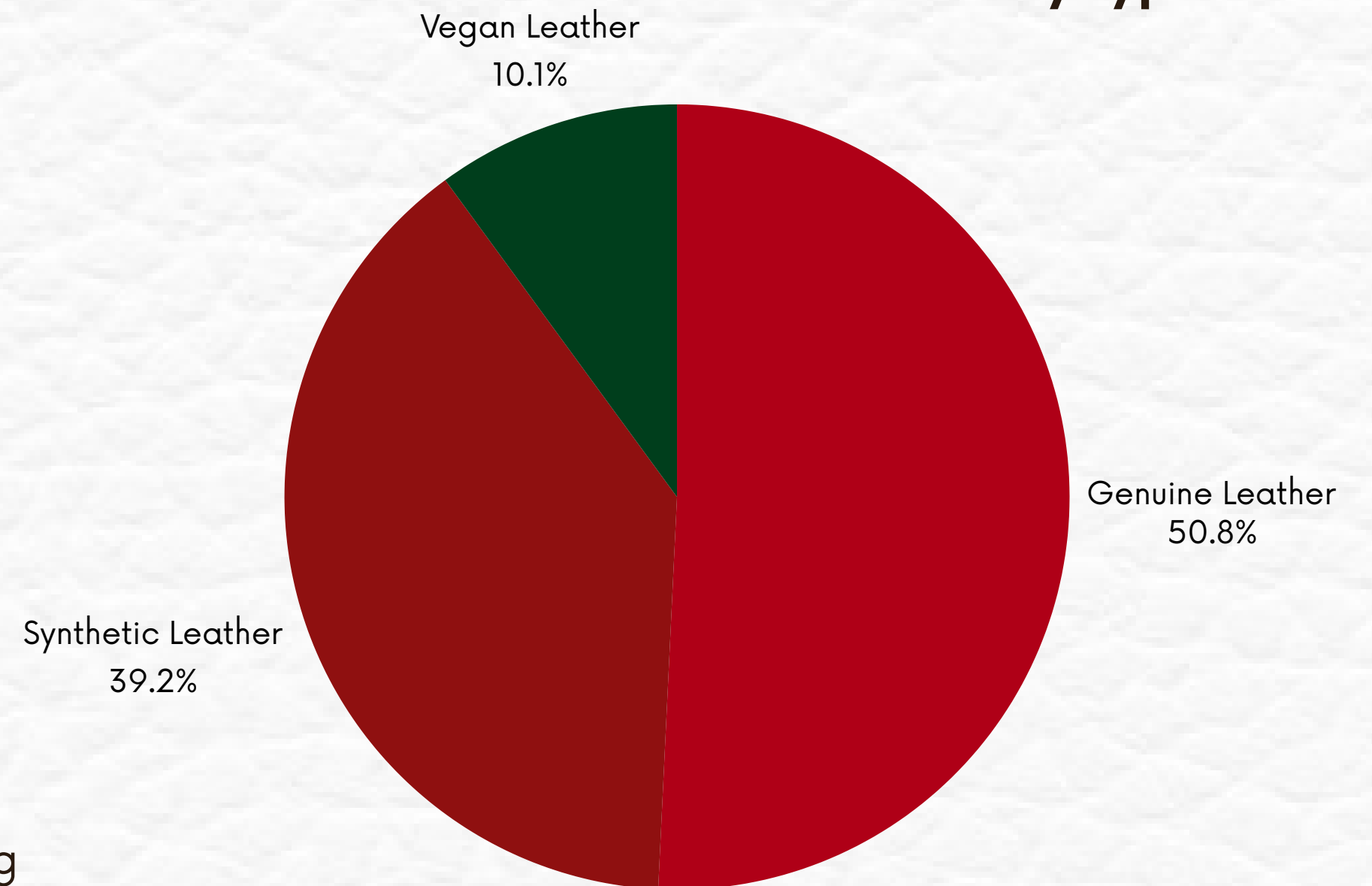
Projected Market Value by 2033: USD 113.42 billion

Growth Factors: Surging demand from the footwear industry

Trends: Emerging shift from conventional leather to bio-based leather

Opportunities: Increasing production capacity and ongoing innovation by key manufacturers

Global leather goods market revenue share % by type 2022



MARKET OVERVIEW

LEATHER GOODS - MAJOR PLAYERS

Largest manufacturers in the leather products market worldwide:

Kering SA

Hermes International S.A

Versace

Prada

Dolce and Gabbana

Burberry Group Inc

LVMH Moet Hennessy Louis Vuitton S.E

Giorgio Armani S.P.A

Ralph Lauren Corporation

Ermenegildo Zegna

Kiton

Hugo Boss A.G

Channel

Kering

Levi Strauss Co.

GIVI Holding

Nike

Adidas



CURRENT MARKETS

LEATHER GOODS - GUCCI'S PRESENCE

Most of Gucci's leather manufacturing happens in **Italy**.

Many vintage Gucci products were constructed with **pigskin, calf,** and **exotic** leathers imported from different parts of the world.

Today Gucci's double G imprinted leather is called **Guccissima** leather, meaning "the most Gucci" in Italian.

Gucci was awarded in 2022 for making cruelty-free leather alternatives, by creating its own in-house animal-free material crafted from **77% raw plant-based** materials.



CURRENT MARKETS

LEATHER GOODS - GUCCI'S PRESENCE





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The most expensive Gucci products are in the leather goods category:

Gucci Product	Product Name	Price (USD)
	Gucci Crocodile Tote Bag with Bamboo Handle	\$32,000
	Soft Stirrup Black Crocodile Shoulder Bag	\$30,000
	Gucci 1921 Collection Medium Shoulder Bag	\$28,990
	Gucci Biker Jacket	\$18,650



CURRENT MARKETS

LEATHER GOODS - COMPETITORS

INDIRECT COMPETITORS:

Reebok

Adidas

Nike

(These brands offer affordable options within the sneakers market)

DIRECT COMPETITORS:

Louis Vuitton (Hand bags & luggage)

Yves Saint Laurent (Jackets & handbags)

Dior (Handbag)

Bottega Veneta (Handbag & coats)

Prada (Handbag & shoes)

Ferragamo (Shoes, handbag, wallet, luggage)

Chanel (Handbags)



CURRENT MARKETS

LEATHER GOODS - GROWTH

SHORT-TERM GROWTH (2022 TO 2025):

- Anticipated growth US\$ **494.59 billion by 2025**
- Consumer interest in sustainable & **environmental** fashion
 - **Innovation** in leather production technology: new tanning methods



CURRENT MARKETS

LEATHER GOODS - GROWTH

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MEDIUM-TERM GROWTH (2025 TO 2028):

- Estimated growth of US\$ **582.42 billion by 2028**
- **Customized** and **personalized** products
 - Manufacturers widening the market for custom leather goods



CURRENT MARKETS

LEATHER GOODS - GROWTH

SHORT-TERM GROWTH (2022 TO 2025):

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LONG-TERM GROWTH (2028 TO 2033):

- Projected to grow to a total of US\$ **764.81 billion** by 2033
- Demand for **sustainable** materials is expected to continue
 - Result in the **production** of new sustainable materials
- Demand for leather goods engineered with ergonomic designs is anticipated for future trends of the leather target market



CURRENT MARKETS

LEATHER GOODS - FUTURE TRENDS

High **disposable income** across the globe is increasing by **2.9%** in 2024.

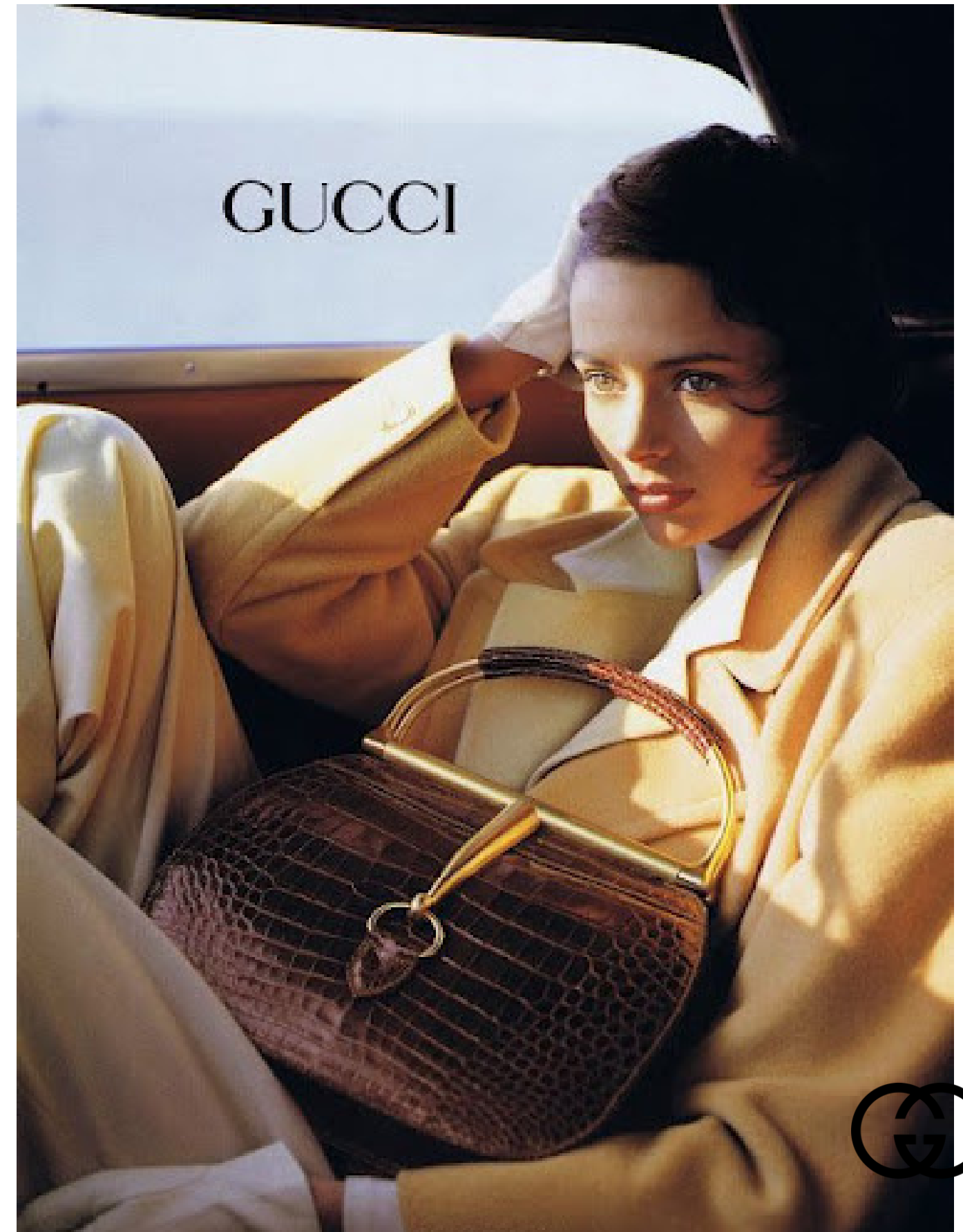
High self-esteem is associated with the use of luxury goods. Most luxury goods bought by North Americans & Europeans consist of leather goods.

Affluent individuals make **maximum** purchases of leather goods.

Advantages of **synthetic** leather: **low-cost** construction are pushing the demand for leather goods.

Growing **cruelty-free** and eco-friendly products influencing customers across to invest in leather products made ethically.

Utilization of **vegan** leather, made from the food industry's disposal, like apple leather, mushroom leather etc.



CURRENT MARKETS

LEATHER GOODS - OPPORTUNITIES & THREATS

OPPORTUNITIES:

Digitalization (AI) in the manufacturing of leather goods is providing a wider and quicker reach to the masses, thereby enhancing the sales revenue.

Rise in **sustainable** consumer purchasing behavior leading to **innovation** of leather materials.



CURRENT MARKETS

LEATHER GOODS - OPPORTUNITIES & THREATS

OPPORTUNITIES:

Digitalization (AI) in the manufacturing of leather goods is providing a wider and quicker reach to the masses, thereby enhancing the sales revenue.

Rise in **sustainable** consumer purchasing behavior leading to **innovation** of leather materials.

THREATS:

Sustainability issues with leather made from **animals**, water **wastage**, deforestation, gas emissions, etc. lead to **reduced** demand for leather goods products.

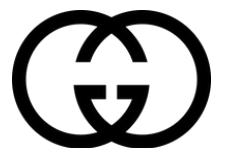
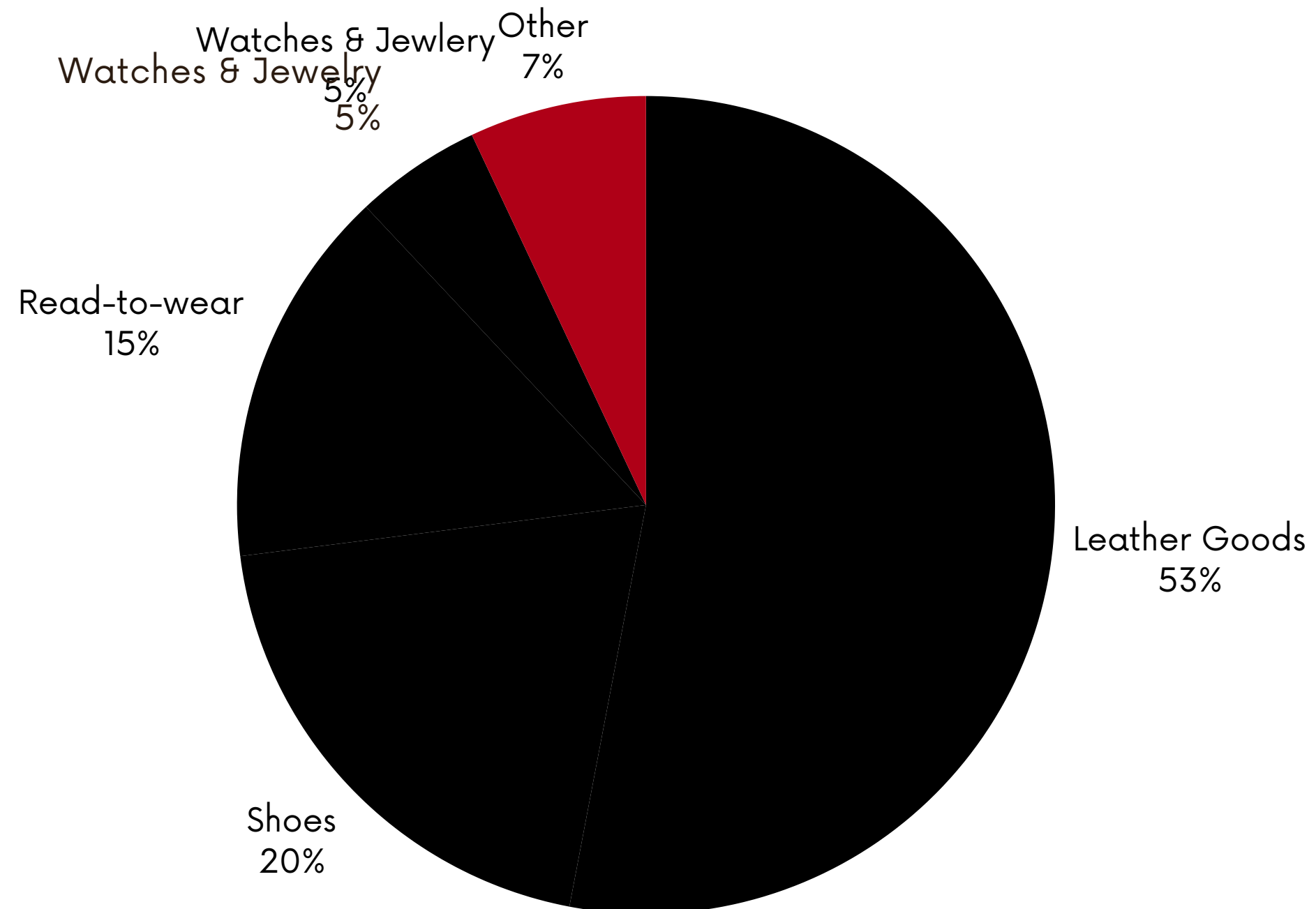
Competition from other materials, such as **synthetic** leather, and the cost of production.



CURRENT MARKETS

BEAUTY & FRAGRANCE

Revenue share of Gucci Worldwide, by product category (2023)



CURRENT MARKETS

BEAUTY & FRAGRANCE

FRAGRANCE:

- Fragrance market worldwide is projected a **revenue** of **US \$59.8 billion** in 2024
- Fragrance is expected to have an annual growth rate of **3% (CAGR 2024-2028)**
- **U.S.** leads in fragrance **revenue** with **US \$8.8 million** expected in 2024
- **Premium** fragrances account for **52% of perfume sales**
- **Dior** is the **highest grossing perfume** brand in the **world**, with a revenue of **\$50 billion** in 2023
- Fragrance industry estimated to grow to **\$69.2 billion by 2030**, at a CAGR of 5.36%



CURRENT MARKETS

BEAUTY & FRAGRANCE

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BEAUTY:

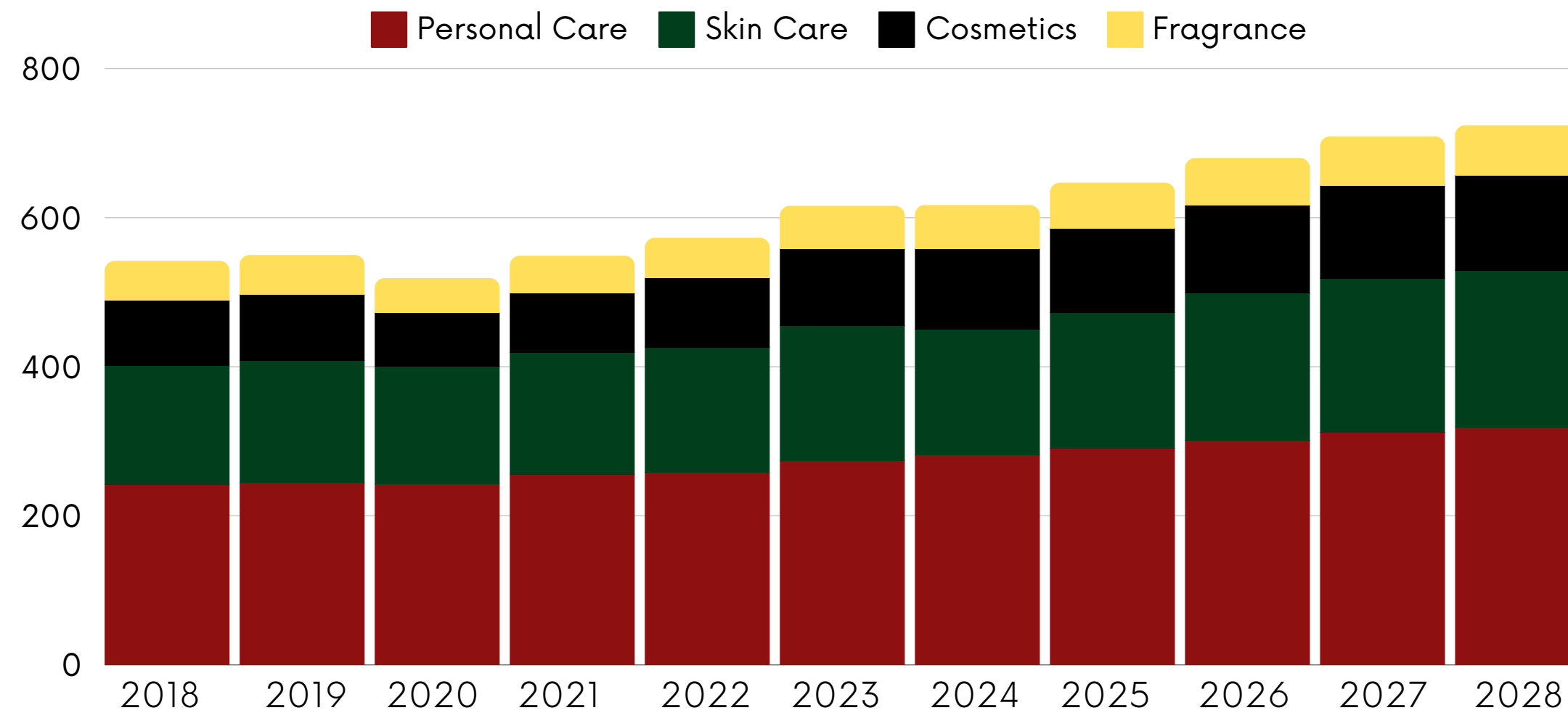
- The Beauty market worldwide is projected a revenue of **US \$646 billion** in 2024
- The Beauty market is expected to grow at an annual rate of **3.33%** (CAGR 2024-2028)
- The largest segment in beauty is **personal care**, which is estimated to have a market **volume** of **US \$282.80 billion** in 2024



CURRENT MARKETS

BEAUTY & FRAGRANCE - BEAUTY MARKET

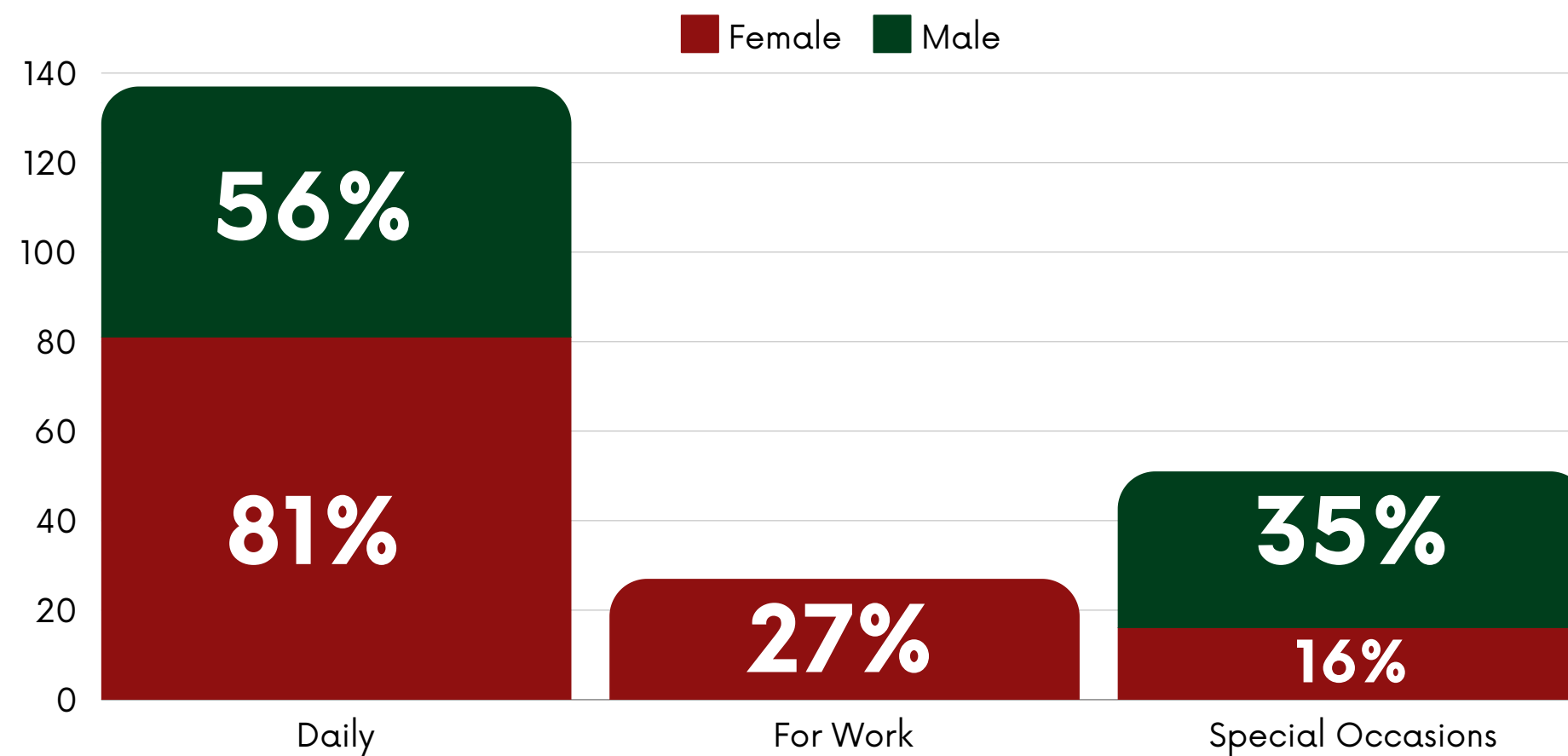
Beauty and personal care market value worldwide from 2018 to 2028, by category (in billion U.S. dollars)



CURRENT MARKETS

BEAUTY & FRAGRANCE - FRAGRANCE DEMOGRAPHICS

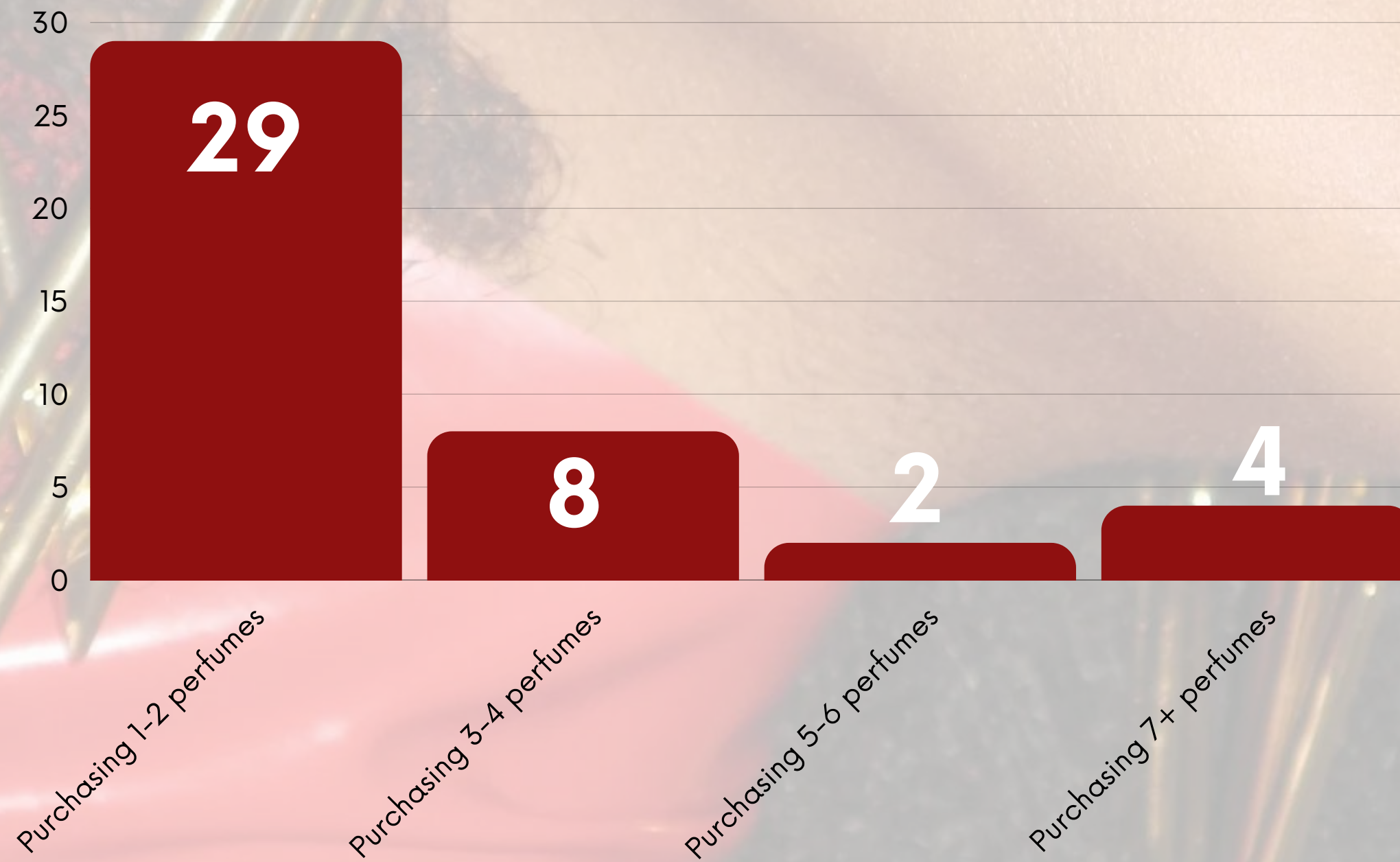
Perfume wearing frequency female vs. male (%)



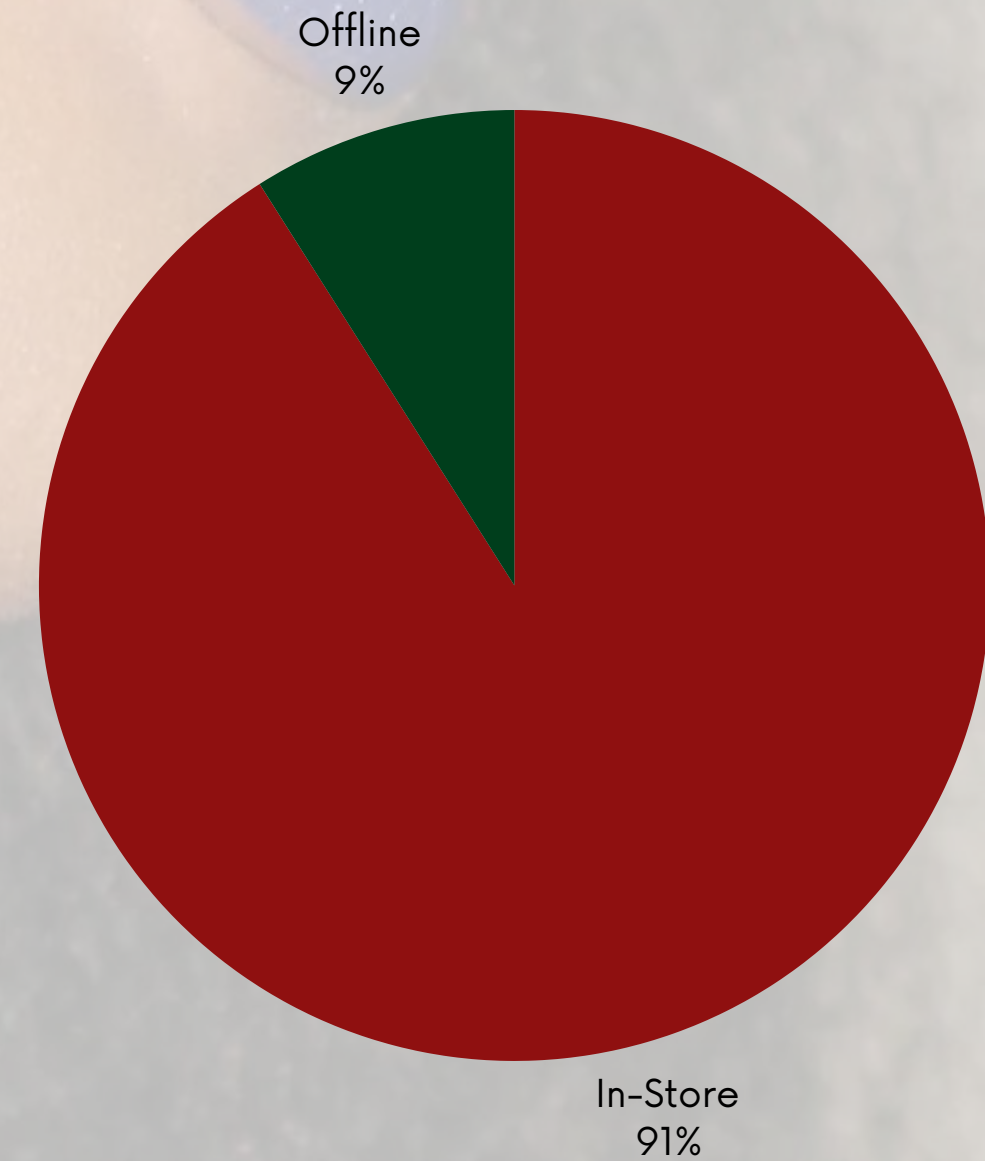
CURRENT MARKETS

BEAUTY & FRAGRANCE - FRAGRANCE DISTRIBUTION

Number of perfume purchases in 12 months



In-store vs. Offline perfume sales



CURRENT MARKETS

BEAUTY & FRAGRANCE- GUCCI BEAUTY

Products offered: Lips, eyes, face, nails, fragrance

Partnered with **Coty** in 2019 to launch new lipstick line that sold over **1 million** the month they launched

In 2019, Gucci reported a **20%** year-over-year revenue growth after launching The Alchemist Garden **fragrance** in January 2019

In 2020, Gucci perfume for women led the most popular item with **1.17** million buys

Gucci has a **separate Instagram** page dedicated to their beauty line



CURRENT MARKETS

BEAUTY & FRAGRANCE - GROWTH

E-commerce sales in beauty **quadrupled** from **2015-2022**, with a share of more than **20%**

E-commerce is expected to be the **fastest-growing** sales channel for beauty, at **12%** per year from 2022-2027

The expansion of **beauty offerings** from online giants like **Amazon** in the **U.S.** and **Tmall** in **China**

Growth in **traditional channels: specialty** retail, **grocery** retail, and **drugstores** increase in consumers' preference for omnichannel driven by a desire for **in-store discovery** and trial of products

The beauty market expected to reach **\$96 billion in China** and **\$114 billion in North America** by 2027

The **luxury** and **ultra-luxury** beauty market expected to **double** from **\$20 billion** to **\$40 billion** by 2027



CURRENT MARKETS

BEAUTY & FRAGRANCE - FUTURE TRENDS

SUSTAINABLE BEAUTY:

- More than **65%** of consumers are looking for **environmentally** friendly brands, and **55%** are willing to **pay more** for **sustainable** products.

ARTIFICIAL INTELLIGENCE:

- **45%** of people say they are more likely to purchase from a business that offers a **virtual reality** or **AI** experience that allows them to try out a product online.

BEAUTY INFLUENCERS AND BRAND PARTNERSHIPS:

- **60%** of users have made a beauty purchase after seeing the product on social media and **89%** of TikTok users have made a beauty purchase after seeing a product on the platform.

INCLUSIVITY:

- **56%** of men reported buying more skincare products today than they did five years ago.

NATURAL INGREDIENTS:

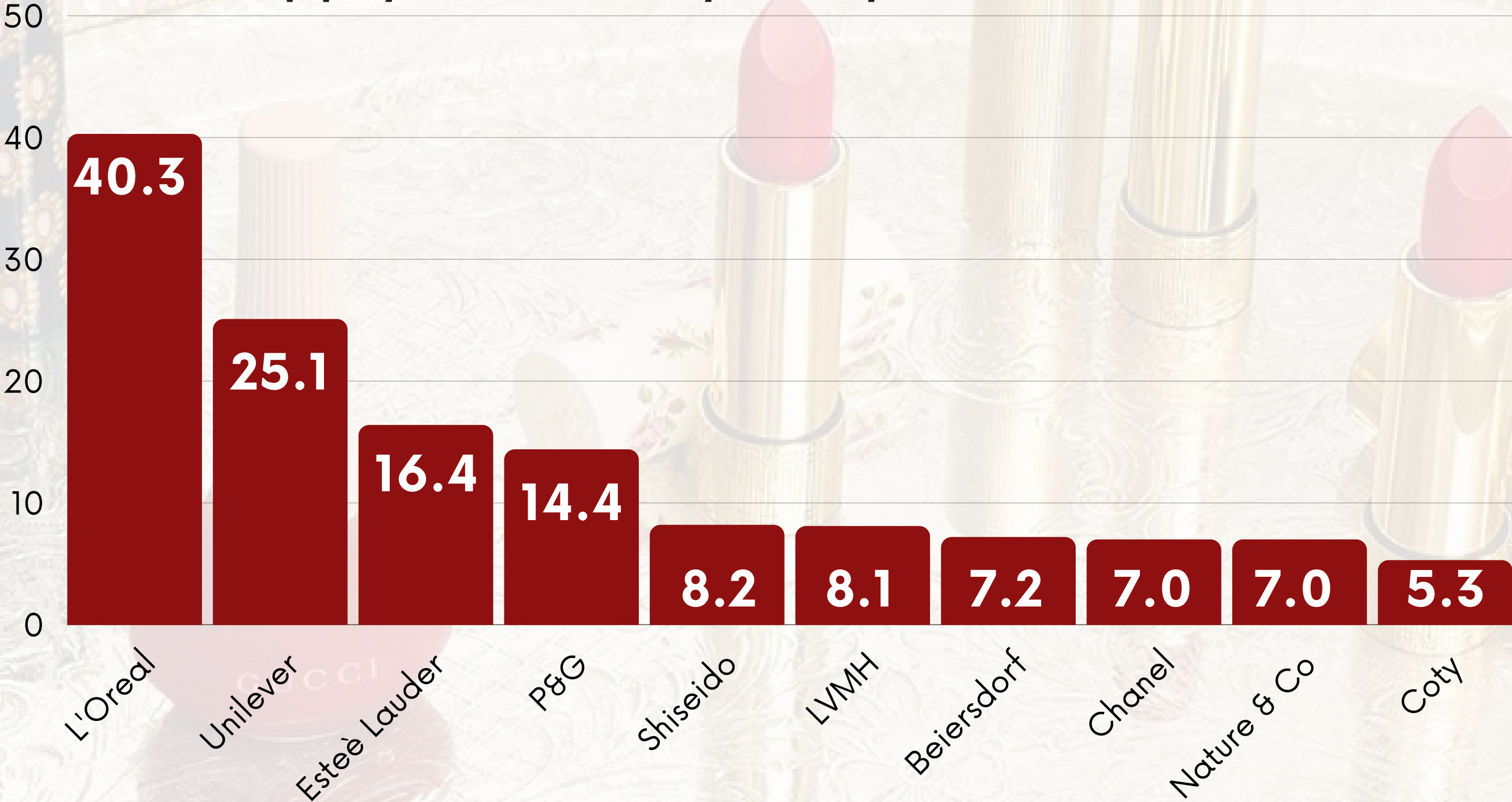
- **68%** of people are looking for products described as **"clean"** and **59%** of people are influenced by products that are described as **"natural and organic."**



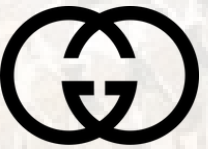
CURRENT MARKETS

BEAUTY & FRAGRANCE - COMPETITORS

Top players in the beauty industry in USD billions 2023

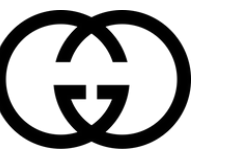


Howarth, Josh . "The Ultimate List of Beauty Industry Stats (2023)." Exploding Topics, 23 Mar. 2023, explodingtopics.com/blog/beauty-industry-stats.





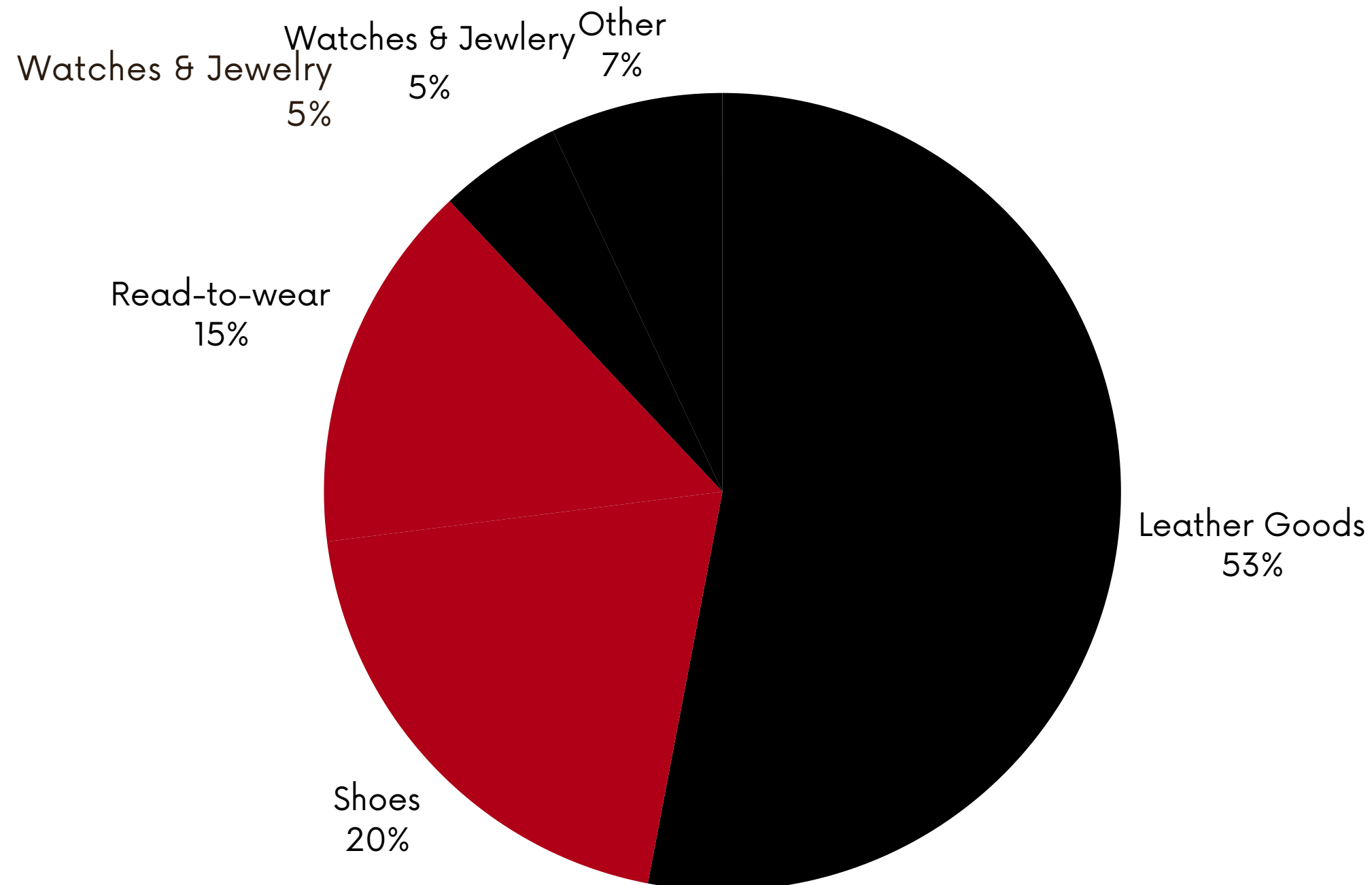
FASHION



CURRENT MARKETS

FASHION

Revenue share of Gucci Worldwide, by product category (2023)



- **Luxury fashion has largest market share in personal luxury goods market**, and accounts for ready-to-wear, footwear, and clothing accessories
- Revenue share of **shoes is 20%, equaling 1.97 billion USD**
- Revenue share of **ready-to-wear is 15%, equaling 1.48 billion USD**
- Together the two product categories makes up approximately 1/3 of Gucci's total revenue
- Gucci accounts for **6%** of global luxury fashion revenue



MARKET OVERVIEW

CURRENT MARKET - LUXURY FASHION

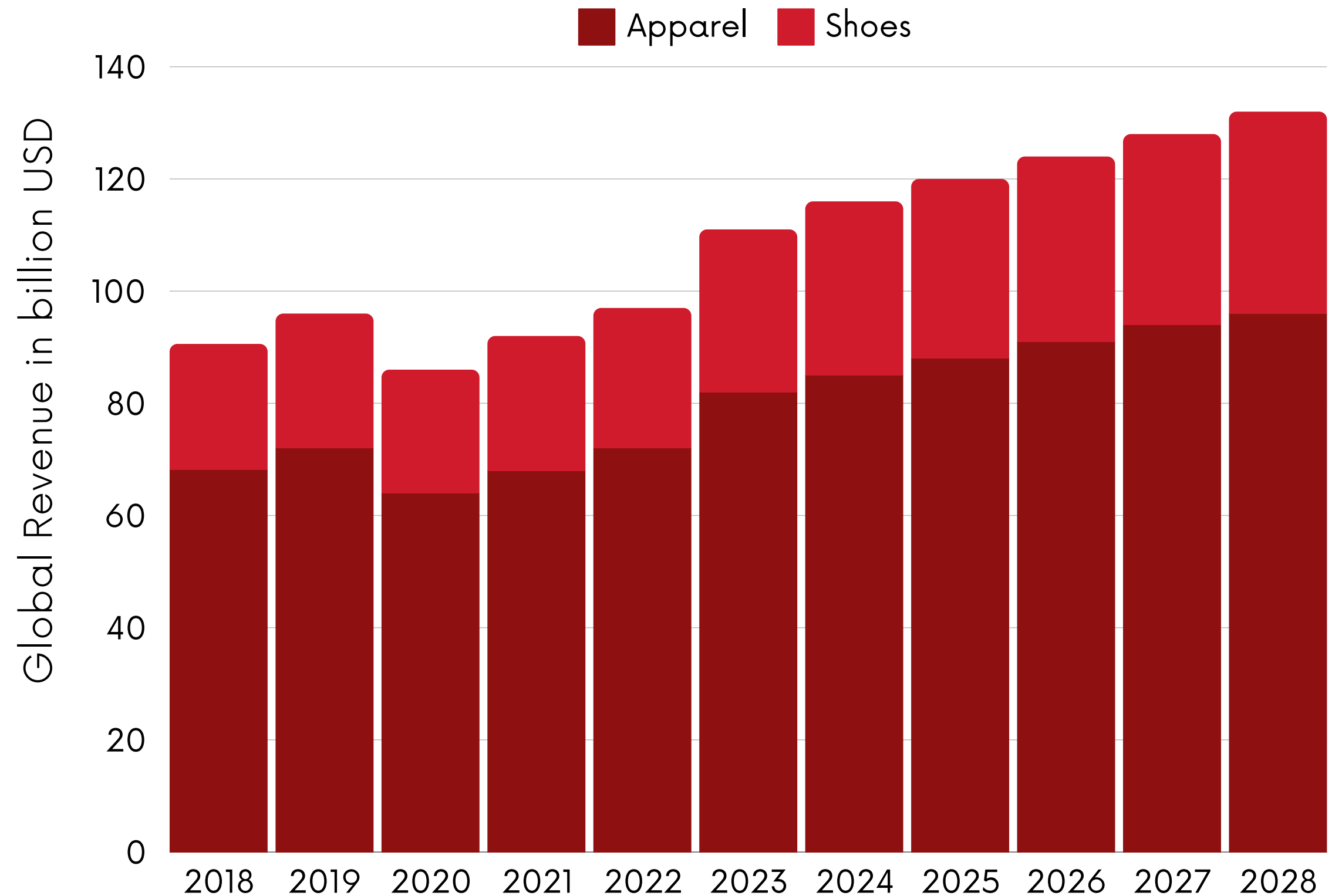
Luxury Fashion market expected to grow in market share within **personal** luxury goods.

Within the market revenue growth, **luxury shoes** will continue to increase in market share as well.

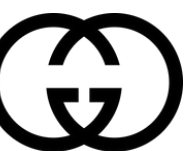
Luxury fashion accounts for **31%** of global revenue and is expected to surpass **130 billion** USD by 2028.

2023-2028 expected to grow **3.4%**.

The luxury fashion market is expected to increase in market value by **170%** by 2031.



Source: Statista Market Insights, January 2024



MARKET OVERVIEW

CURRENT MARKET - LUXURY FASHION

Luxury fashion revenue by region 2022 USD billion



34.9 billion USD

EUROPE



29.8 billion USD

AMERICAS



28.5 billion USD

ASIA



MARKET OVERVIEW

CURRENT MARKET - GLOBAL LUXURY FASHION

Luxury fashion revenue by country 2022 & projected growth 2023-2028



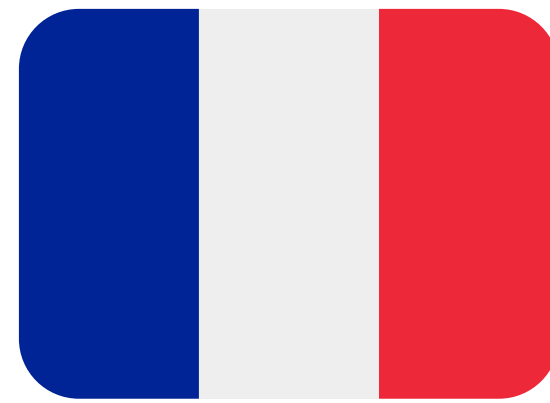
United States

is the largest market for luxury fashion with 2022 revenues of 25 billion USD and is expected to grow 2.9%.



China

is the second largest market with 2022 revenues of 9.5 billion USD and is expected to grow at a rate of 5.8%.



France

earned 5.2 billion USD in 2022 and is expected to grow 6.9%.



Germany

earned 4.5 billion USD in revenues and is expected to grow 6.8%.



United Kingdom

earned 5.9 billion USD and is expected to grow 6.6%.



MARKET OVERVIEW

CURRENT MARKET - LUXURY SHOES

MARKET:

Market value of luxury shoes estimated at **27 billion EUR** with steady growth projected as market trends favor the product category.

CONSUMERS:

HENRYs (High-Earners-Not-Rich-Yet), who are digitally savvy and are big spenders.

PURCHASING FACTORS:

Over 25% of consumers consider sustainability factors while buying apparel and footwear with many people willing to pay a premium price for these products.

Gucci is one of the most well-known luxury shoe brands in Europe, with **215,000 online searches**. It was the most popular shoe brand among 31 countries, including France, Russia, and Spain, according to a ranking of the top 10 companies.



MARKET OVERVIEW

CURRENT MARKETS - LUXURY FASHION FUTURE TRENDS

Casualization of collections - consumers are exploring premium brands for casual styles.

Growth of luxury **menswear**.

Share of revenue of ready-to-wear among fashion houses is declining, and houses are **focusing** on **accessories** and other **entry-level** product categories.

Growing preference for attractive **luxury footwear** as a **status** symbol as well as the inclination towards international brands is driving product demand.

E-commerce has grown significantly and rapidly because of internet penetration in various economies.

Increasing spending on designer and **branded luxury** footwear by millennials and the working-class population has fueled the growth of the market worldwide.



MARKET OVERVIEW

CURRENT MARKET - GLOBAL LUXURY FASHION THREATS

Premium brands are beginning to **cannibalize** market share within apparel and shoes.

Accessories and **shoes** are **replacing ready-to-wear** as driving force of luxury fashion category.

Digitalization disrupting luxury consumption model through renting platforms and third-party sellers.

Consumer shift towards **"accessorizing up"** rather than building closet out of luxury apparel.



MARKET OVERVIEW

CURRENT MARKET - LUXURY FASHION COMPETITORS

LOUIS VUITTON

- Revenue share of LVMH is 45%
- Experienced organic double digit growth in Japan, Europe and rest of Asia; US declined
- LV increased in market share in Fashion and Leather Goods
- **Key success factors**
 - Global brand recognition
 - Acknowledging mental and market space
 - Fashion and leather goods
 - Retailing
- **Core competencies**
 - Craftsmanship, quality, and distribution
 - Iconic symbols
 - Adaptability - collections influenced by market trends (leisure and contemporary, menswear)



MARKET OVERVIEW

CURRENT MARKET - LUXURY FASHION COMPETITORS

PRADA

- Revenue share of Prada Group is 87%
- Ready-to-wear sales: 1.086 billion USD
- Footwear sales: 691 million USD
- **Key success factors**
 - Creativity and innovation
 - Growth within fashion and leather goods categories
 - Client centrality and retail productivity
- **Core competencies**
 - Creative, intellectual, and contemporary tone of the brand
 - Raw materials, production, and distribution
 - Passion for culture and the arts
 - Positioned as trendsetter



MARKET OVERVIEW

CURRENT MARKET - LUXURY FASHION COMPETITORS

HERMÈS

- Ready-to-wear and footwear was 27% of sales in 2023, equalling 3.1 million EUR

Key Success factors

- Leather goods
- Devotion to mental space
- Maintenance as connoisseur brand

Core Competencies

- Craftsmanship and raw materials
- Restrained distribution
- High brand density





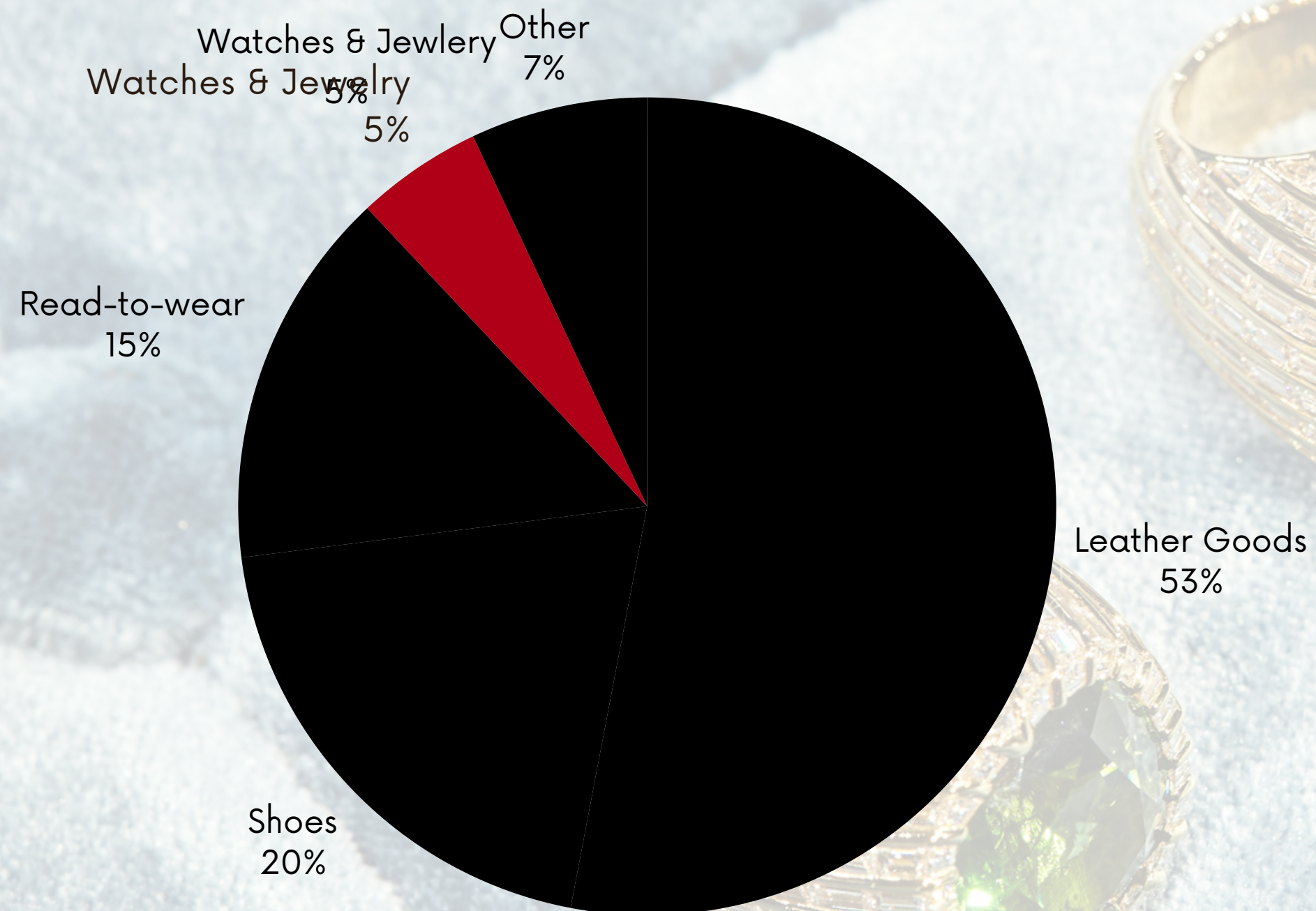
JEWELRY & WATCHES



CURRENT MARKETS

JEWELRY AND WATCHES

Revenue share of Gucci Worldwide, by product category (2023)



Jewelry & Watches makes up a small percentage (5%) of Gucci's overall revenue, it is not one of their most popular product categories.



CURRENT MARKETS

JEWELRY & WATCHES

Categories of jewelry offered by Gucci:

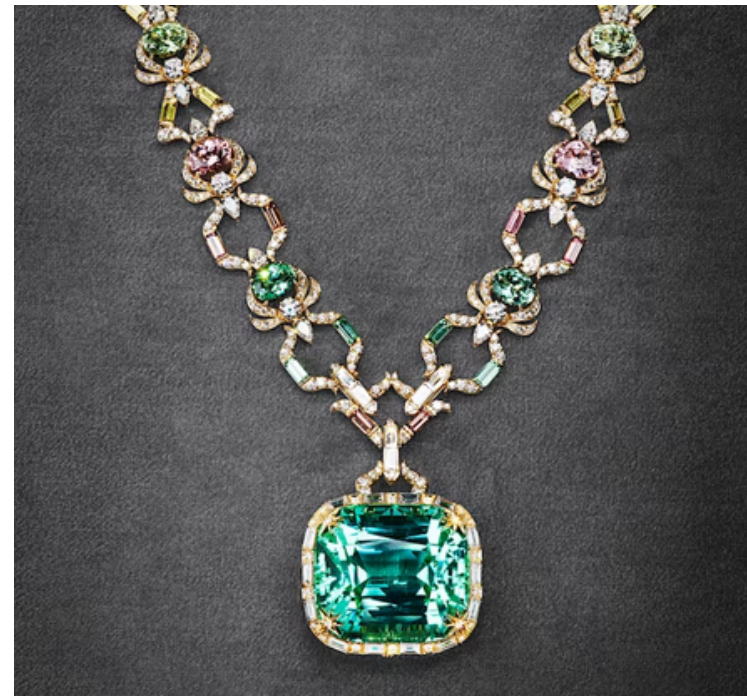
- Fashion Jewelry
- Fine Jewelry
- High Jewelry
- Watches
- High Watchmaking



Fashion Jewelry



Fine Jewelry



High Jewelry



Watches



MARKET OVERVIEW

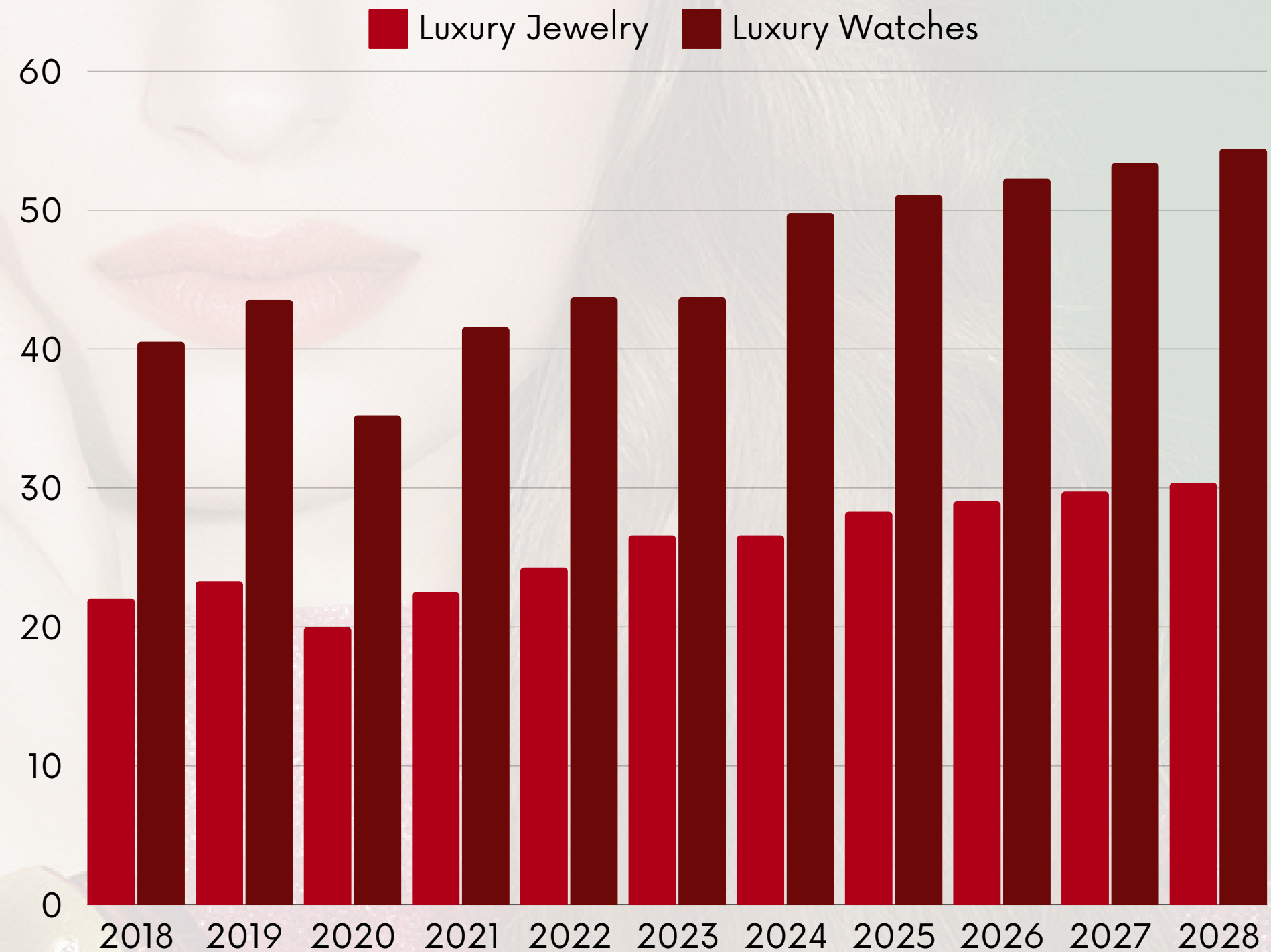
JEWELRY AND WATCHES

Global revenue in 2023: **74 BN** USD

Projected to generate a revenue of **77.27** BN USD in 2024

Expected to grow at an annual rate of **2.36%** (CAGR 2024-2028)

Worldwide Revenue of Luxury Jewelry and Watches in billion USD



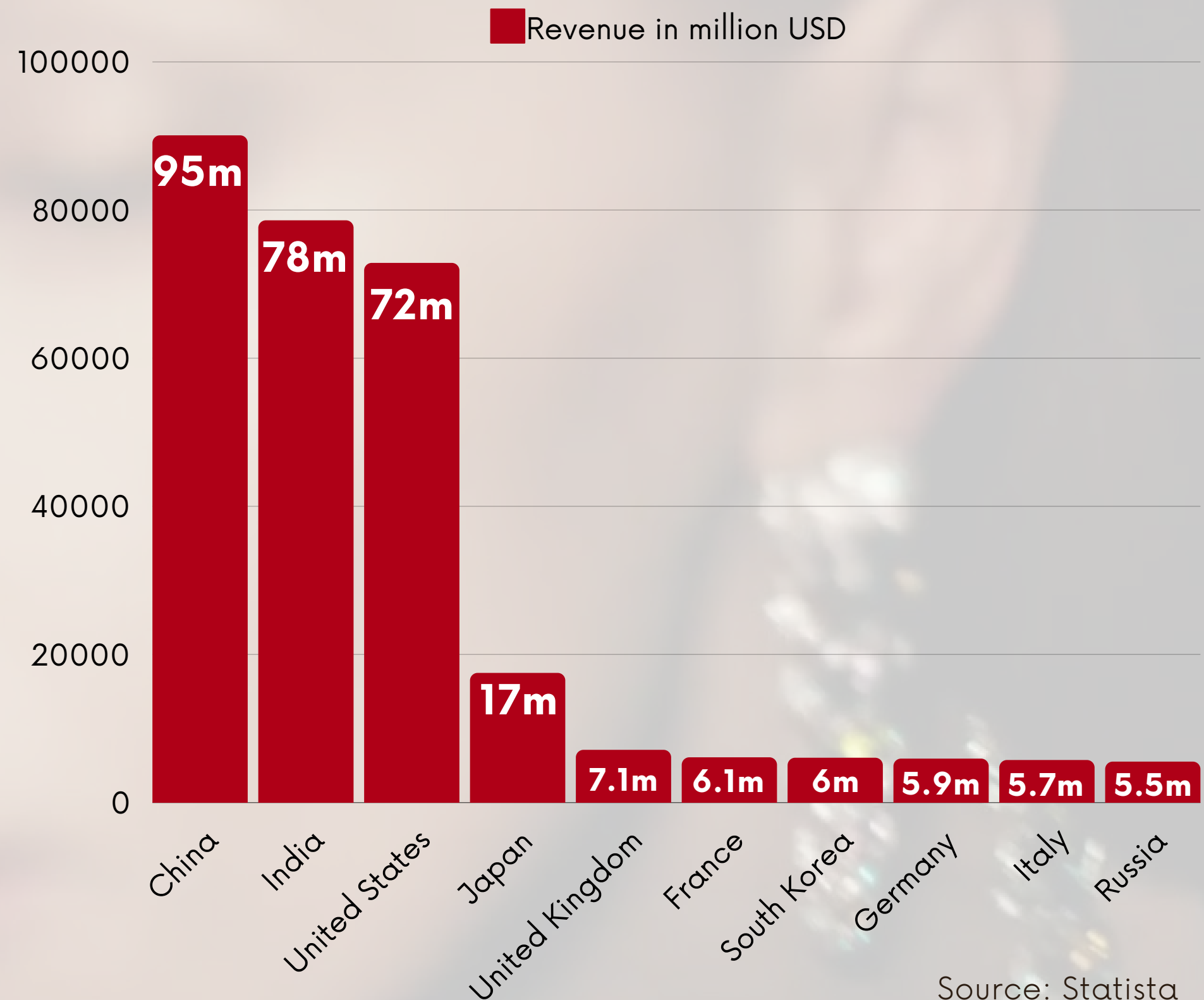
Source: Statista



MARKET OVERVIEW

JEWELRY AND WATCHES

Revenue (2023) in Luxury Jewelry and Watches Industry Breakdown by Region



The **Asia-Pacific region** is the most prominent luxury jewelry market shareholder - CAGR of 8.4%

High demand for luxury jewelry in this region

Integrating **emerging technologies** in jewelry manufacturing influences this jewelry market

Source: Statista



MARKET OVERVIEW

JEWELRY AND WATCHES

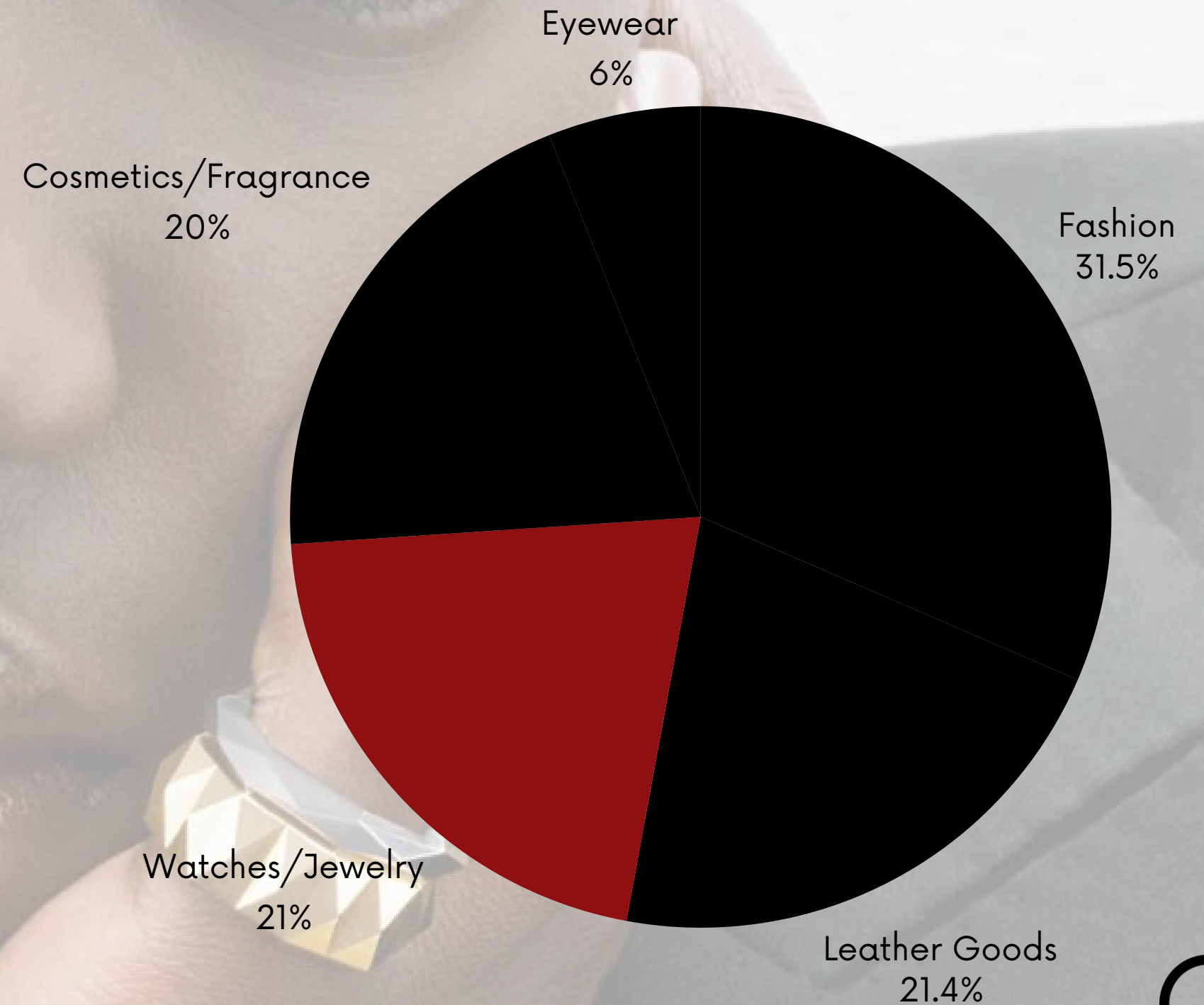
Luxury goods product category revenue in 2022 %

Luxury Jewelry and Watches accounted for 21% of Luxury goods revenue in 2022.

Usually referred to as "hard luxury"

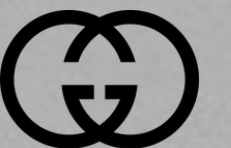
Causes for growth

- Fueled by rising disposable incomes
- Increasing consumer preference for premium and personalized products
- Growing desire for luxury experiences



Leather Goods
21.4%

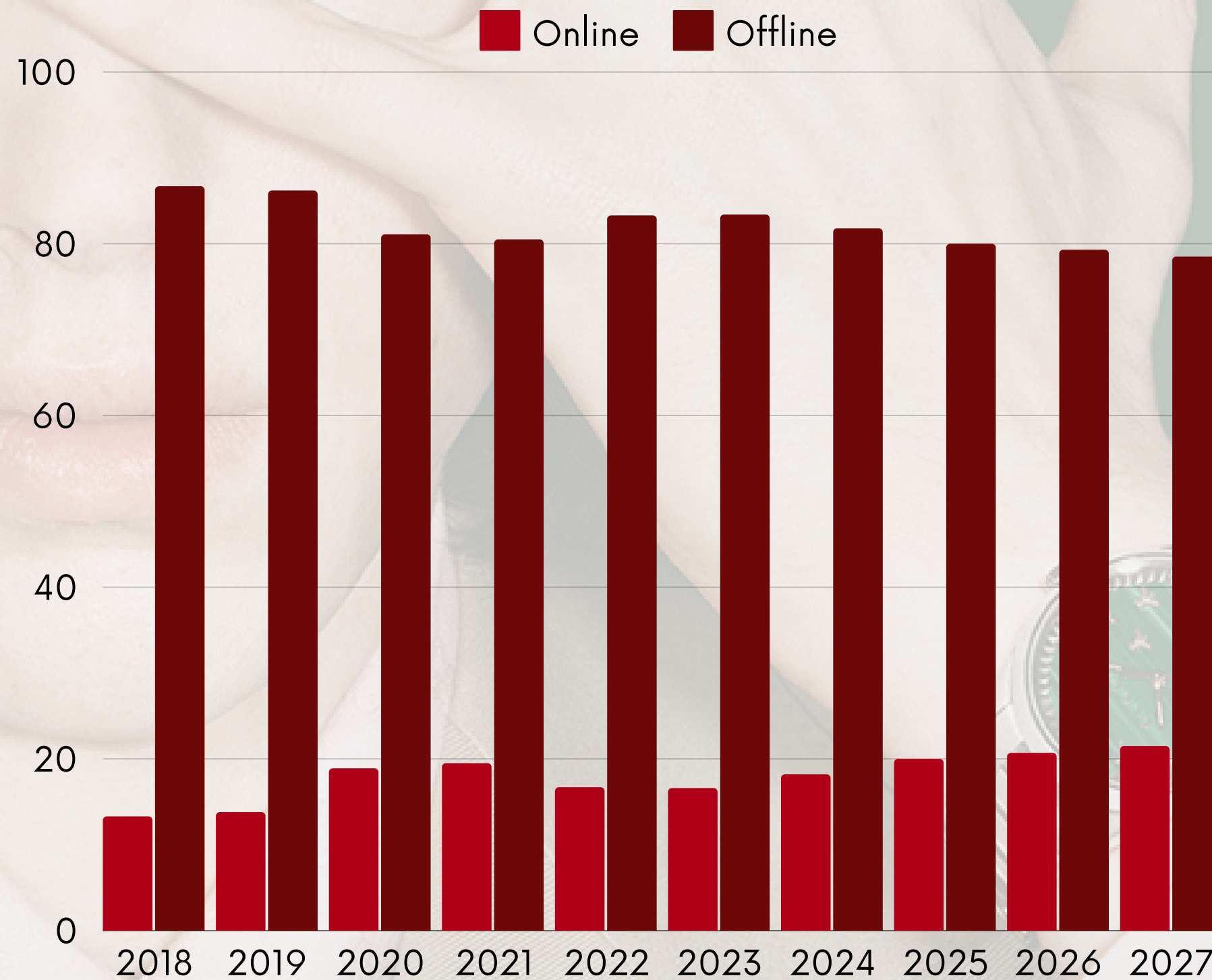
Source: Statista



MARKET OVERVIEW

JEWELRY AND WATCHES

Sales by Distribution Channel



The Luxury Jewelry/Watch market still relies heavily on their **offline/in-store experiences.**

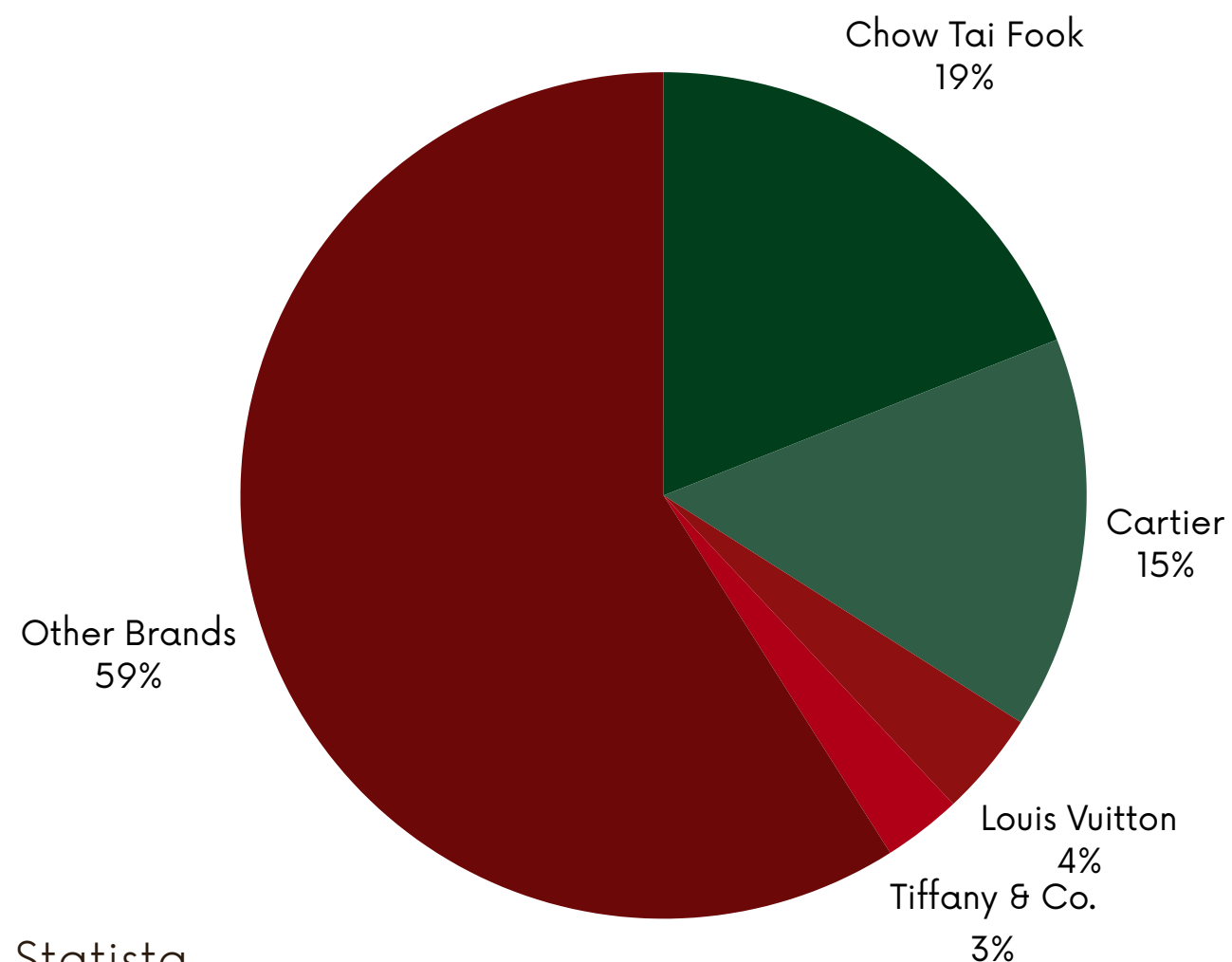


MARKET OVERVIEW

JEWELRY AND WATCHES

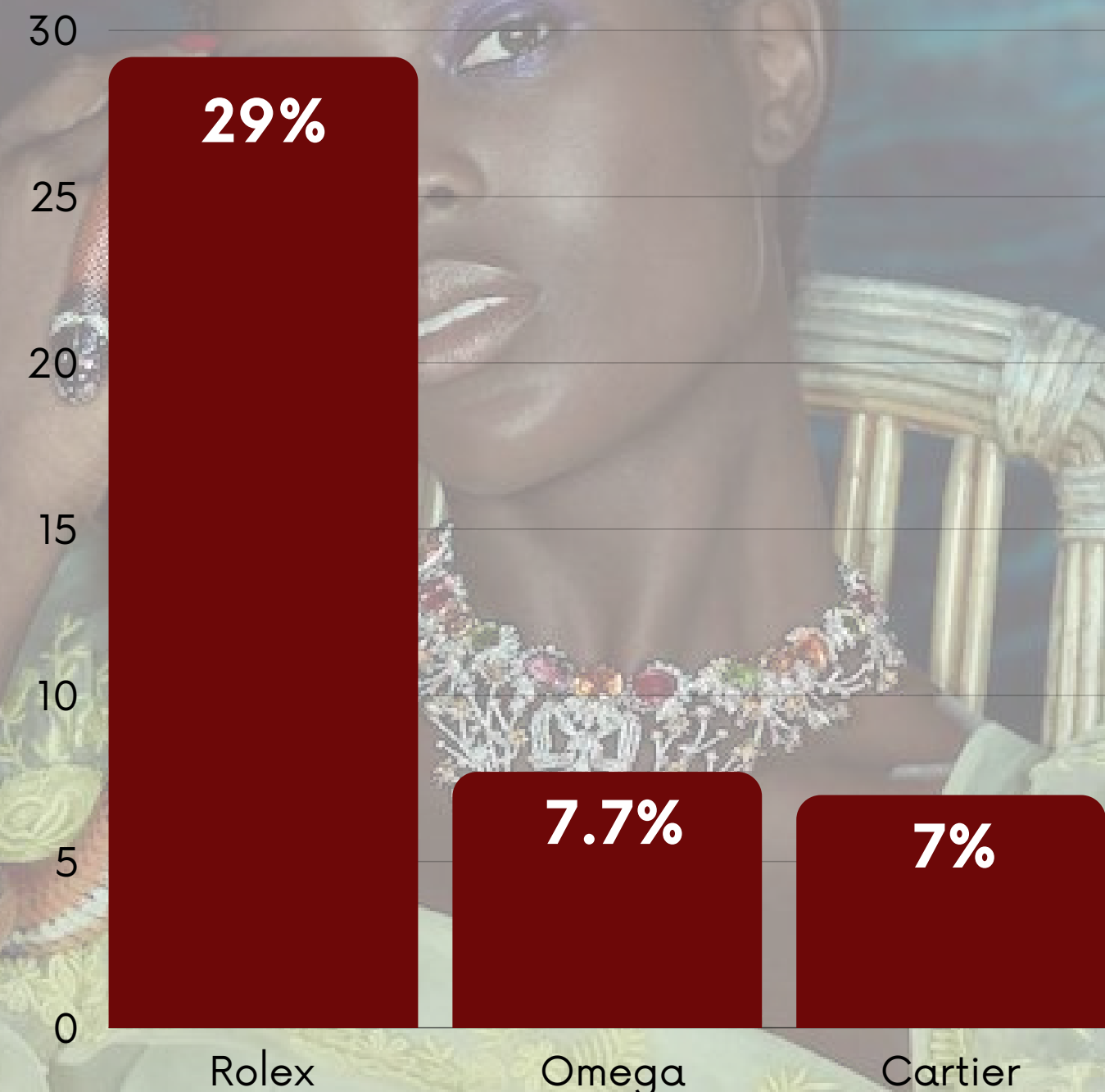
COMPETITORS:

- **Cartier** - 15% of luxury jewelry sales in 2022
- **Louis Vuitton** - 4% of luxury jewelry sales in 2022
- **Rolex** - 29.2% of luxury watches market share in 2022
- **Tiffany & Co.** - 3% of luxury jewelry sales in 2022



Source: Statista

Retail Market Share of Leading Watch Brands 2022 %



Source: Statista



MARKET OVERVIEW

JEWELRY AND WATCHES

FUTURE TRENDS:

- **Gender fluid jewelry** - Published in the Jewelry Magazine, there has been a **228% rise in demand for gender-fluid jewelry** and a **69%** increase in interest in male engagement ring designs, showing a shift in buyer behavior. Brands are offering new designs by blending feminine and masculine cuts.
- **Sustainable jewelry** - Fine jewelry purchases will be influenced by sustainability considerations, leading to a dramatic growth of sustainable jewelry. Some of the sustainable trends include **lab-grown diamonds**. According to ExJewel, in 2020, searches for "ethical diamond" or "ethical jewelry" increased by **75%**, year-on-year, whereas for "lab-grown diamonds," it increased by **83%**





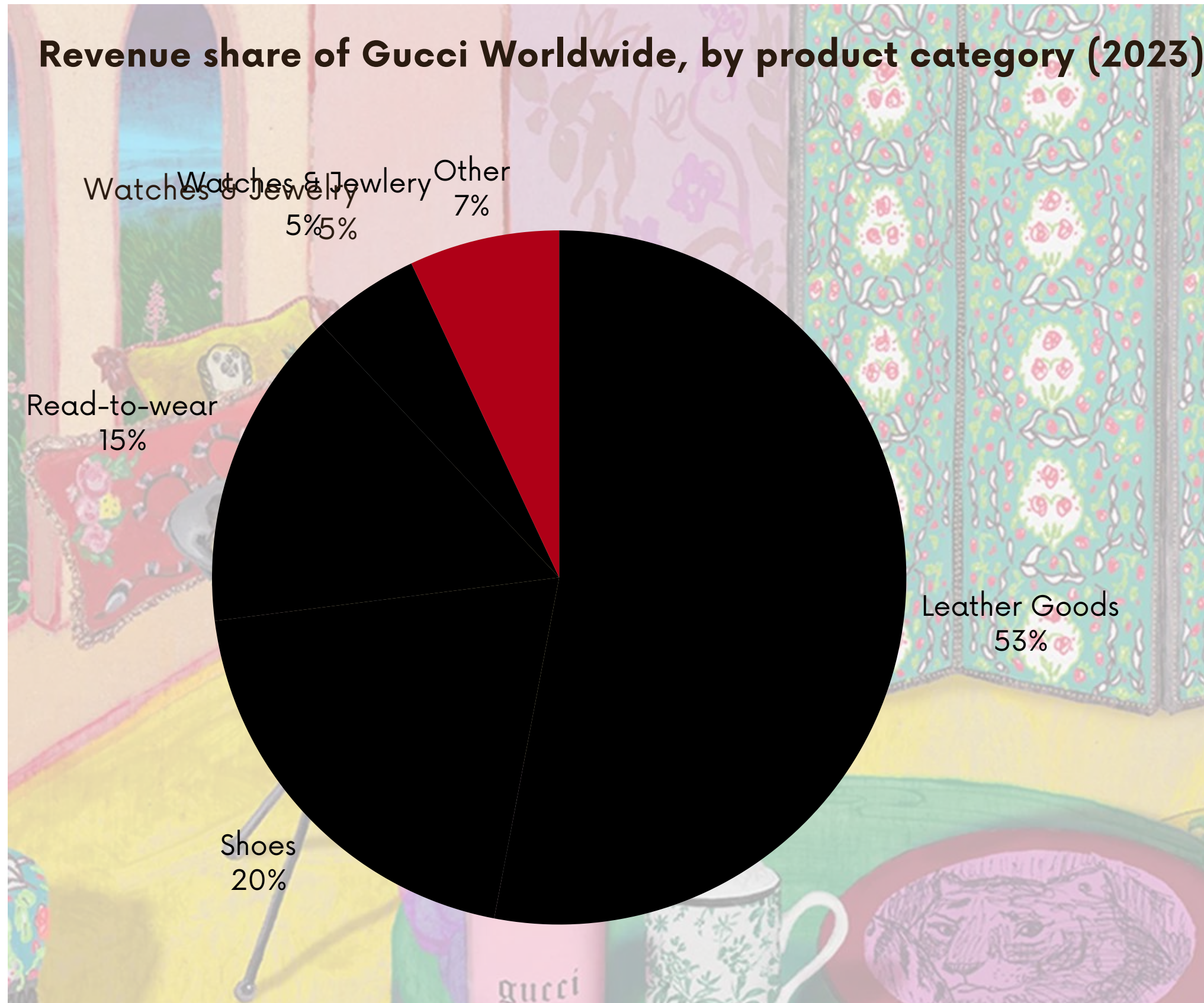
HOME DÉCOR & LIFESTYLE



CURRENT MARKETS

HOME DÉCOR & LIFESTYLE

Revenue share of Gucci Worldwide, by product category (2023)



The home décor and lifestyle product category accounts for **less than 7%** of Gucci's revenue share.



CURRENT MARKETS

HOME DÉCOR & LIFESTYLE

Categories of Home Décor and Lifestyle products offered by Gucci:

- Tableware
- Home Accessories
- Furniture
- Wallpaper
- Textiles
- Sporting Goods
- Stationery



CURRENT MARKETS

HOME DÉCOR & LIFESTYLE

Decor & Lifestyle - this includes furniture, tableware, linens, wallpaper, stationery, sporting goods, etc.

Luxury brands' expansion into homeware is explained by their **desire to diversify their offerings**, capitalize on a lucrative market, and establish synergies with their fashion collections

Furniture and decorative items can be a natural **extension of brands' fashion** collections



MARKET OVERVIEW

HOME DÉCOR & LIFESTYLE

In 2022 the luxury furniture and housewares market was valued at **53 billion euros**

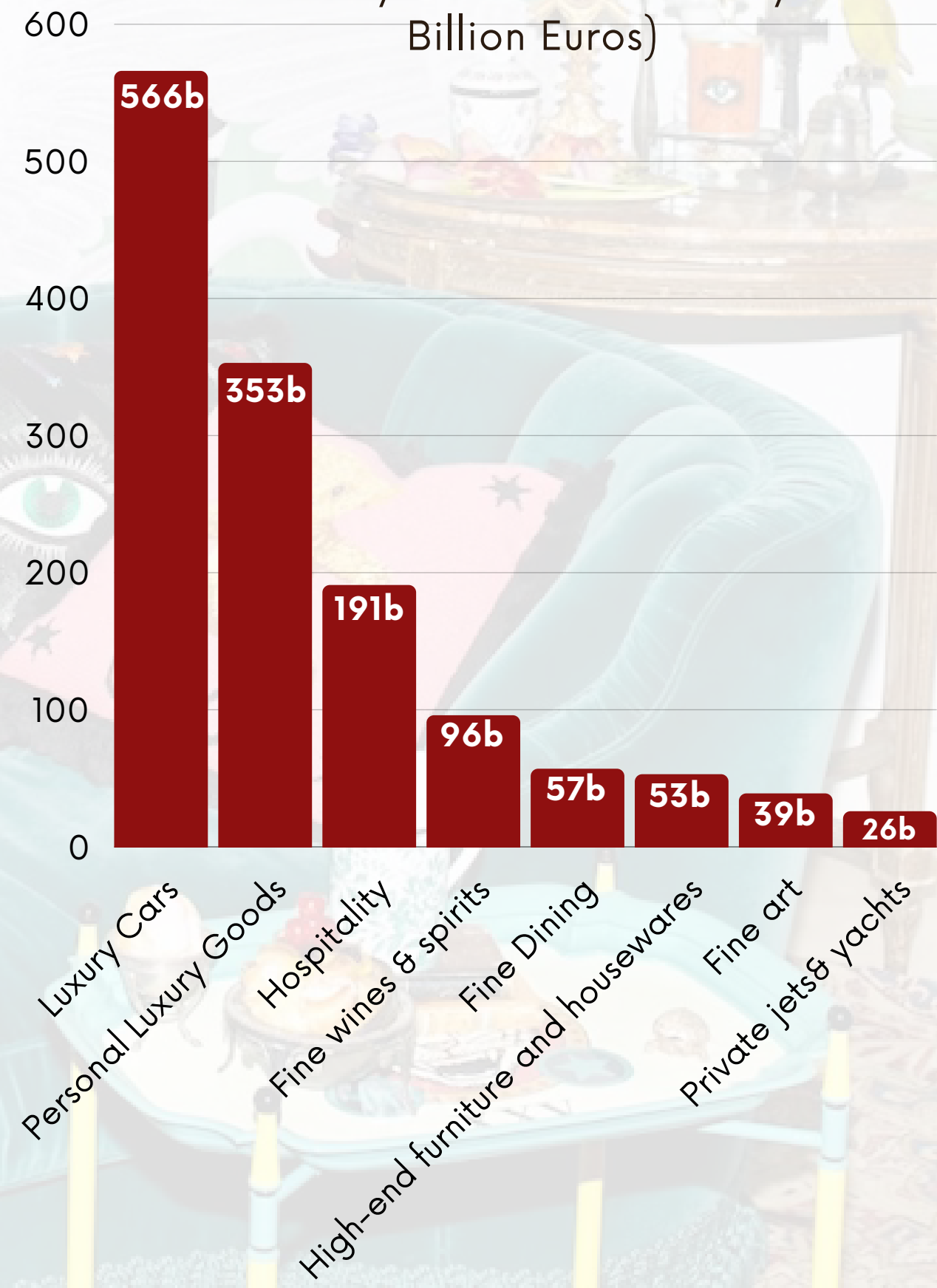
The market is expected to grow at a rate of **5.3% (CAGR 2024-2028)**

The **increase in demand for luxury properties** has led to increase in demand for luxury furniture and decor, because of this increase in demand the market has become lucrative.

The **increase in disposable income** among affluent consumers has also led to an increase in demand for luxury home décor and furniture.

Source: Statista

Value of Global Luxury Markets in 2022 by Market Type (in Billion Euros)



MARKET OVERVIEW

HOME DÉCOR & LIFESTYLE

THREATS:

- Availability of **replica products** at a more affordable price point - this could potentially impact customer trust and brand image
- **Economic fluctuations** - the economic uncertainties can affect the price of the product and can impact customer spending patterns



MARKET OVERVIEW

HOME DÉCOR & LIFESTYLE

COMPETITORS:

- Hermes (less than 12% of revenue share)
- Louis Vuitton
- Fendi Casa (revenue around \$100 M USD)

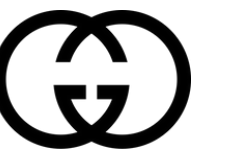
FUTURE TRENDS:

- **Customization and personalization** - consumers want unique pieces tailored to their style and aesthetic
- **Sustainable and eco-friendly practices** - there has been a surge in demand for sustainable materials and manufacturing practices





CUSTOMER



MARKET LANDSCAPE

CUSTOMER SEGMENTS - AGE & GENDER DEMOGRAPHICS

GUCCI targets a wide age demographic, from young adults to mature consumers.

With products catering to both male and female clients and appealing to younger Gen Z consumers through:

brand storytelling that focuses on...

human, and emotional benefits,

as opposed to the luxury standards of quality and exclusivity.

GUCCI



MARKET LANDSCAPE

CUSTOMER SEGMENTS - AGE & GENDER DEMOGRAPHICS

Recent marketing campaigns and social media efforts have been geared towards attracting **younger, digitally savvy consumers, who are more likely to engage with the brand online.**

Has utilized social media by following how the community engages with the brand, rather than trying to dictate content or crowbar its way onto the platform.

GUCCI



MARKET LANDSCAPE

MENTAL & MARKET SPACE

MARKET SPACE

Aspirational consumers
Luxury consumers
Fashion-forward, eccentric,
& progressive
Cross-generational
Brand immigrants & tourists

MENTAL SPACE

Fashion-forward
Progressive
Affluent
Eccentric
Cosmopolitan
Status-conscious



MARKET LANDSCAPE

CUSTOMER SEGMENTS

GUCCI'S CUSTOMER SEGMENTS

**HIGH INCOME
EARNERS**

01

02

**FASHION-FORWARD
INDIVIDUALS**

**ASPIRATIONAL
CONSUMERS**

03

04

**GLOBAL LUXURY
CONSUMERS**



MARKET LANDSCAPE

CUSTOMER SEGMENTS

01

HIGH INCOME EARNERS

(primary target market)

Individuals with
high disposable incomes

Who
value the status and prestige that owning luxury goods offers

Are drawn to the brand for its
reputation, iconic designs, and exceptional quality



MARKET LANDSCAPE

CUSTOMER SEGMENTS

FASHION-FORWARD INDIVIDUALS

02

Individuals who

Seek to make a statement

Are always on the lookout for the latest trends and unique designs

Are drawn to the brand for its
more eclectic, bold, and innovative style



MARKET LANDSCAPE

CUSTOMER SEGMENTS

ASPIRATIONAL CONSUMERS

Individuals who
**May not have the means to purchase high-ticket items but still
desire to own a piece of the brand**

With
Disposable incomes

Are drawn to the brand for its
Allure

03



MARKET LANDSCAPE

CUSTOMER SEGMENTS

GLOBAL LUXURY CONSUMERS

04

Individuals who

Are from various regions, including North America, Europe, Asia-Pacific, and the Middle East

Otp for

Entry-level luxury goods, such as small leather goods, fragrances, or cosmetics

Are drawn to the brand for its

Extensive range of products and tailored marketing strategies





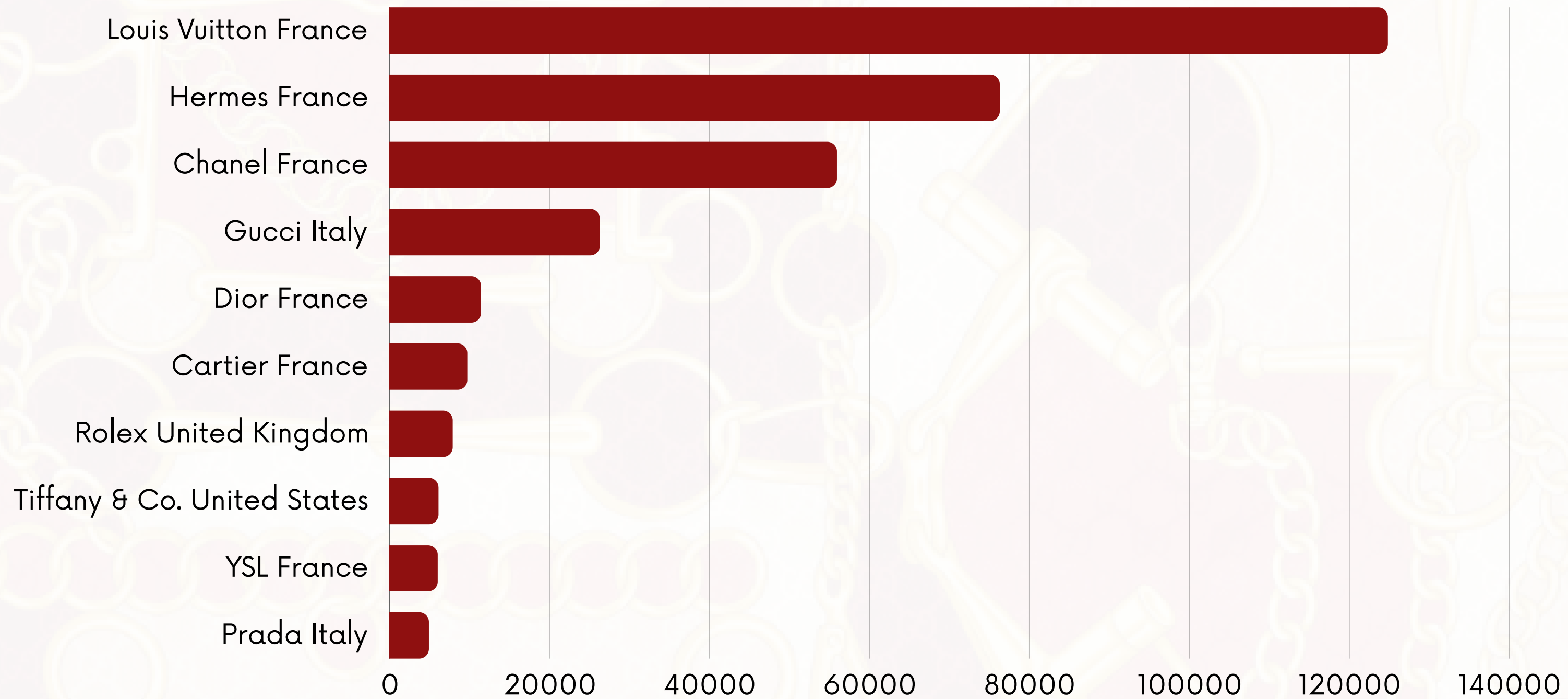
FUTURE TRENDS



MARKET LANDSCAPE

MAJOR PLAYERS

Leading most valuable luxury brands worldwide (2023) in USD



MARKET LANDSCAPE

FUTURE GROWTH

Personal luxury

fashion | clothing | accessories | beauty |
jewelry | watches

24%

Of market

400 Billion

\$ Value

4%

Growth rate (2024)

GUCCI



MARKET LANDSCAPE

FUTURE GROWTH

Personal luxury

fashion | clothing | accessories | beauty | jewelry | watches

24%

Of market

400 Billion

\$ Value

4%

Growth rate (2024)

High-end furniture and homeware

lucky if sales stay the same

GUCCI



MARKET LANDSCAPE

FUTURE GROWTH - SHIFTING DEMANDS

There is an increasing convergence between products and experiences

Consumers now desire luxury that goes beyond the product itself. They want to have the feeling and experience that owning and wearing a luxury brand gives.



MARKET LANDSCAPE

FUTURE GROWTH - SHIFTING DEMANDS

There is an increasing convergence between products and experiences

Consumers now desire luxury that goes beyond the product itself. They want to have the feeling and experience that owning and wearing a luxury brand gives.

EXPERIENCE-BASED GOODS



MARKET LANDSCAPE

FUTURE GROWTH - A NEW EQUATION

SYMBOLIC VALUE

- Conspicuousness
- Self-Actualization
- Social Comparison

EXPERIENTIAL VALUE

- Store Atmosphere
- Emotions

FUNCTIONAL VALUE

- Uniqueness
- Quality



MARKET LANDSCAPE

FUTURE GROWTH - A NEW EQUATION

SYMBOLIC VALUE

- Conspicuousness
- Self-Actualization
- Social Comparison

EXPERIENTIAL VALUE

- Store Atmosphere
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FUNCTIONAL VALUE

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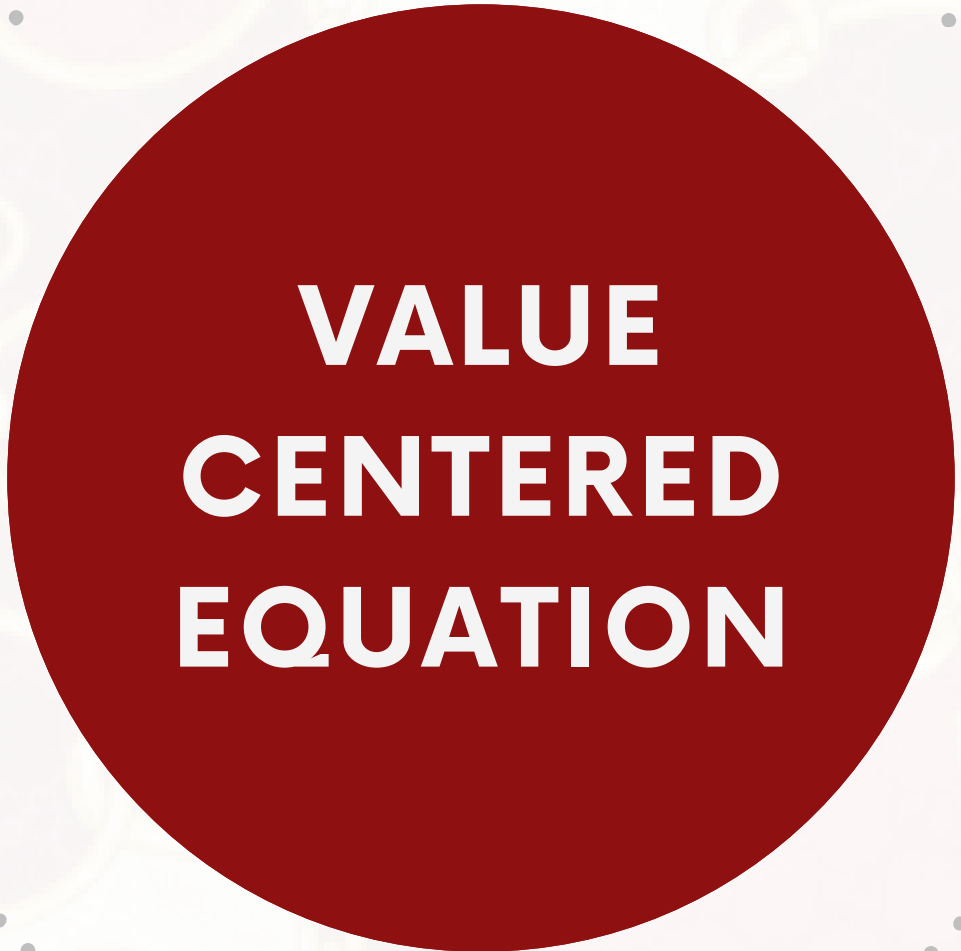
**VALUE
CENTERED
EQUATION**



MARKET LANDSCAPE

FUTURE GROWTH - A NEW EQUATION

Fragile consumer confidence



**VALUE
CENTERED
EQUATION**



MARKET LANDSCAPE

FUTURE GROWTH - A NEW EQUATION

Fragile consumer confidence

**Macroeconomic tensions
in China**

**VALUE
CENTERED
EQUATION**



MARKET LANDSCAPE

FUTURE GROWTH - A NEW EQUATION

Fragile consumer confidence

**VALUE
CENTERED
EQUATION**

**Macroeconomic tensions
in China**

**Disruptive changes in global
sociopolitical situation**



MARKET LANDSCAPE

FUTURE GROWTH - A NEW EQUATION

Fragile consumer confidence

Economic slowdown

**VALUE
CENTERED
EQUATION**

**Macroeconomic tensions
in China**

**Disruptive changes in global
sociopolitical situation**



BVLGARI

EXPERIENCE-BASED GOODS

“This trend is an innovative way to expand the brand’s profile, attract new, younger acolytes, and drive brand loyalty in a way that transcends the traditional retail experience”.

- **Forbes**



MARKET LANDSCAPE

GROWTH

Experience-based goods

- luxury hospitality
- cruises
- fine dining

- fine art
- luxury cars
- private jets
- yachts
- fine wines + spirits
- gourmet food



Casetta luxury farmhouse, Chianti



MARKET LANDSCAPE

GROWTH

Experience-based goods

- luxury hospitality
- cruises
- fine dining

- fine art
- luxury cars
- private jets
- yachts
- fine wines + spirits
- gourmet food

15% GROWTH YoY



Casetta luxury farmhouse, Chianti



MARKET LANDSCAPE

GROWTH

Experience-based goods

- luxury hospitality
- cruises
- fine dining

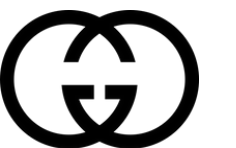
15% GROWTH YoY

- fine art
- luxury cars
- private jets
- yachts
- fine wines + spirits
- gourmet food

10% GROWTH YoY



Casetta luxury farmhouse, Chianti

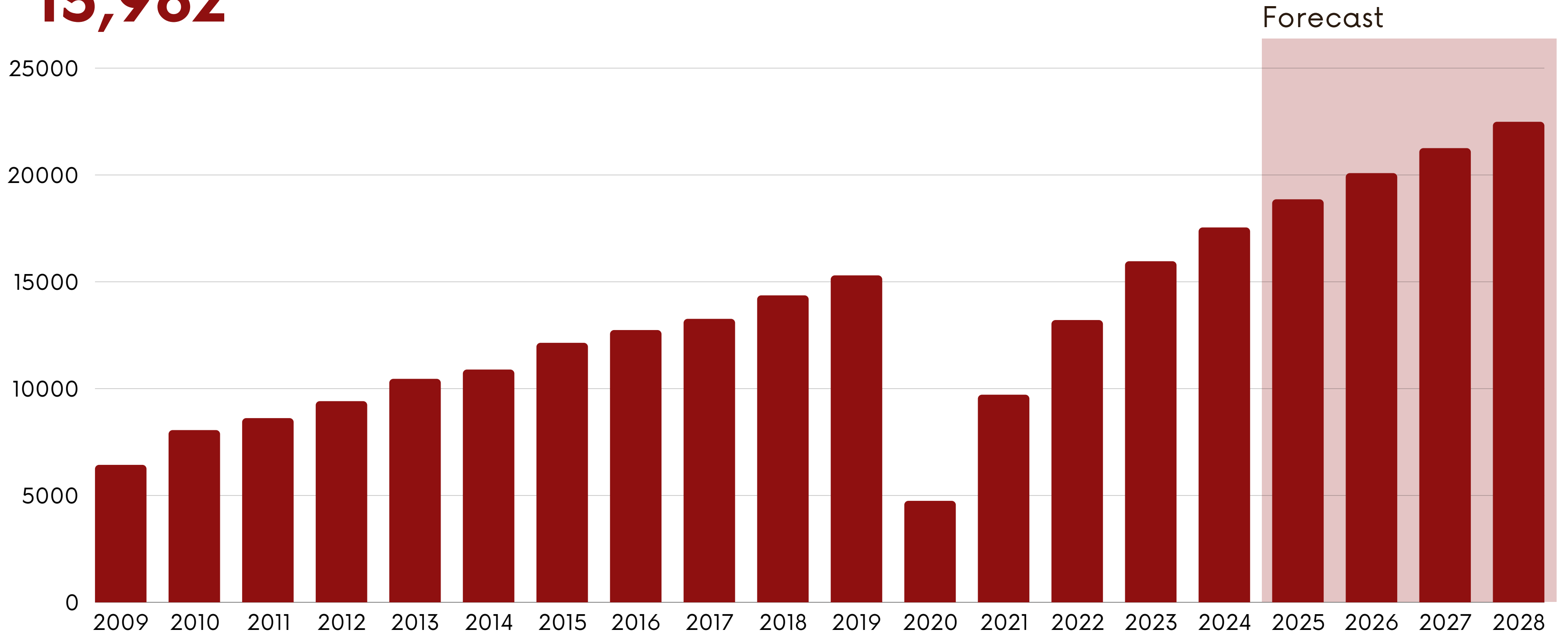


MARKET LANDSCAPE

GROWTH - SALES OF EXPERIENTIAL LUXURY

Retail Value RSP - USD Million - Current - 2009-2028

15,962



Some brands have
already begun to invest
in these experiences...



ASTON MARTIN

RESIDENCES

at

375 BISCAYNE BOULEVARD #A17



MARKET LANDSCAPE

GROWTH - INDUSTRY EXAMPLES

Luxury brands who have already invested in the luxury experience.



Ralph Lauren Polo Bar
New York



MARKET LANDSCAPE

GROWTH - INDUSTRY EXAMPLES

Luxury brands who have already invested in the luxury experience.



Ralph Lauren Polo Bar
New York



Porsche Design Tower
Miami



MARKET LANDSCAPE

GROWTH - INDUSTRY EXAMPLES

Luxury brands who have already invested in the luxury experience.



Ralph Lauren Polo Bar
New York



Porsche Design Tower
Miami



Blue Box Cafe, Tiffany & Co.
New York City



GUCCI

GUCCI

GUCCI

16

ПЕТРОВКА
УЛИЦА



GUCCI has begun to enter the Luxury Experiences market...



MARKET LANDSCAPE

GROWTH - INDUSTRY EXAMPLES

Gucci's current ventures in Luxury Experiences.



Casetta Luxury Farmhouse
Chianti



MARKET LANDSCAPE

GROWTH - INDUSTRY EXAMPLES

Gucci's current ventures in Luxury Experiences.



Casetta Luxury Farmhouse
Chianti



Gucci Garden
Florence



MARKET LANDSCAPE

GROWTH - INDUSTRY EXAMPLES

Gucci's current ventures in Luxury Experiences.



Casetta Luxury Farmhouse
Chianti



Gucci Garden
Florence



Gucci Osteria da Massimo Bottura
Florence



GUCCI

INTO THE FUTURE...

GUCCI

SMOKE VENT
排烟口



GUCCI

PT. 3

LXMT 730 | Cannata

Caroline | Megan | Francesca | Alicia

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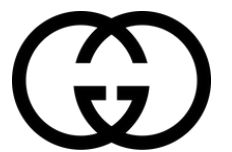
30 years





FUTURE BRAND BUILDING

- MARKET LANDSCAPE
- EXECUTIVE SUMMARY
- FUTURE DIRECTION
- PILLARS



MARKET LANDSCAPE

EXPERIENCED-BASED GOODS

There is an increasing convergence between products and experiences

Consumers now desire luxury that goes beyond the product itself. They want to have the feeling and experience that owning and wearing a luxury brand gives.

EXPERIENCE-BASED GOODS



MARKET LANDSCAPE

EXPERIENCED-BASED GOODS GROWTH

Experience-based goods

luxury hospitality

cruises

fine dining

● **15% GROWTH YoY**

The global hotel market size was valued at USD 838990.0 million in 2021 and is expected to **expand** at a CAGR of **9.72%** during the forecast period, reaching USD 1463562.0 million by 2027.

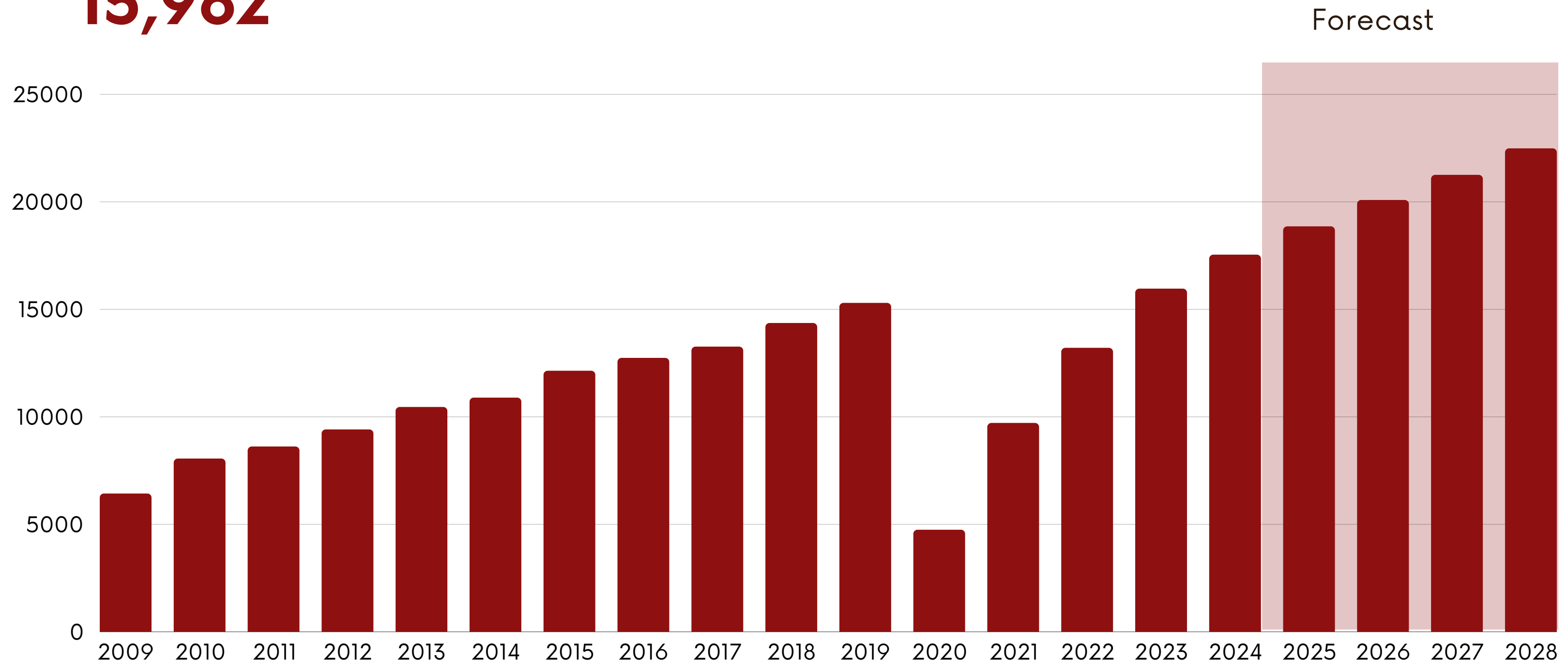


MARKET LANDSCAPE

GROWTH - SALES OF EXPERIENTIAL LUXURY

Retail Value RSP - USD Million - Current - 2009-2028

15,962



EXECUTIVE SUMMARY

With recognizing a shift of consumer demands and the growth for **immersive experiences**, Gucci is set to evolve its brand building strategy by introducing "Tenuta Gucci."

These unique experiential **estates** will merge **luxury hospitality** with the brand's iconic aesthetic and values, offering visitors a multifaceted experience that extends beyond traditional retail.

Gucci aims to deepen its **emotional connection** with current and future generations, reinforcing its **legacy** and **exclusivity**. This strategic move is anticipated to enhance Gucci's **brand equity**. "Tenuta Gucci" will serve to enhance the brand roots in prestige and desirability in the global market.



FUTURE DIRECTION

GUCCI CURRENT EXPERIENCES

Gucci's current ventures in Luxury Experiences.



Casetta Luxury Farmhouse
Chianti



Gucci Garden
Florence



Gucci Osteria da Massimo Bottura
Florence



FUTURE DIRECTION

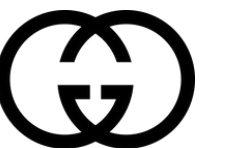
GUCCI CURRENT EXPERIENCES

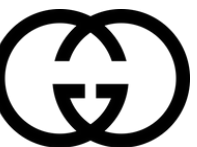
GUCCI SALON:

VIP store in Hollywood opened in 2023

Bespoke experience: personalization and customization options – potential to create something entirely one-of-a-kind

The Gucci Salon concept dates back to 1977 when Aldo Gucci, the son of founder Guccio Gucci, introduced the first Gucci Galleria with the aim of creating the most opulent shopping experience in the world





FUTURE DIRECTION

GUCCI CURRENT EXPERIENCES

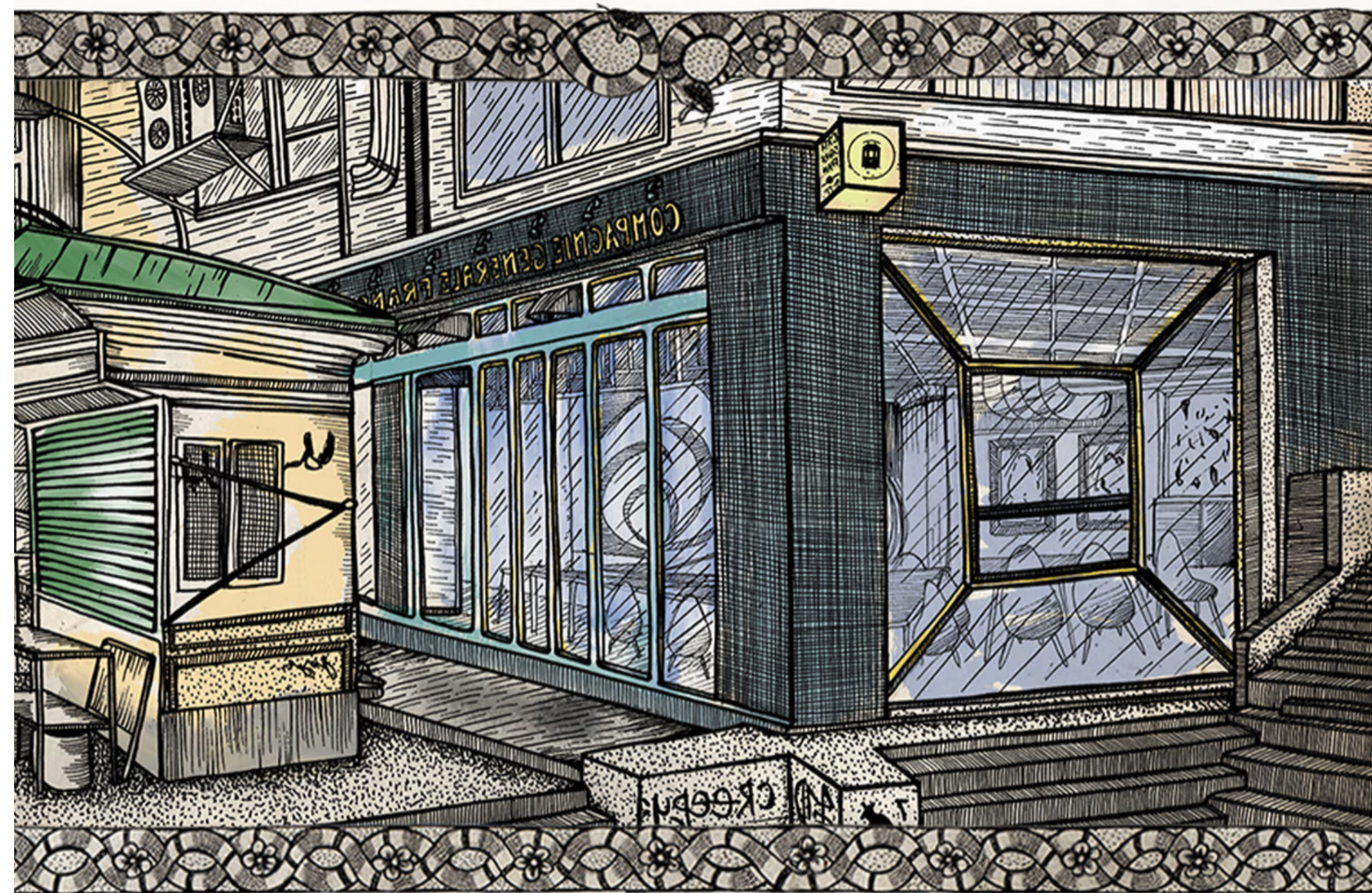
GUCCI PLACES:

Partnership Locations

Mapped from curious corners of the world, a lineup of special locations that hold a cultural connection to Gucci, revealing extraordinary beauty and spellbinding stories. Dedicated to those seeking the unexpected in travel and experiences.

Locations:

Chatsworth in Derbyshire, England
Castello Sonnino Florence, Italy
LACMA LA, California
Bibo Restaurant Hong Kong, China
Waltz Store Tokyo, Japan
Biblioteca Rome, Italy



Bibo restaurant, in Hong Kong

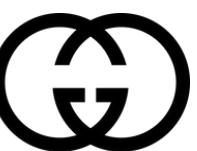
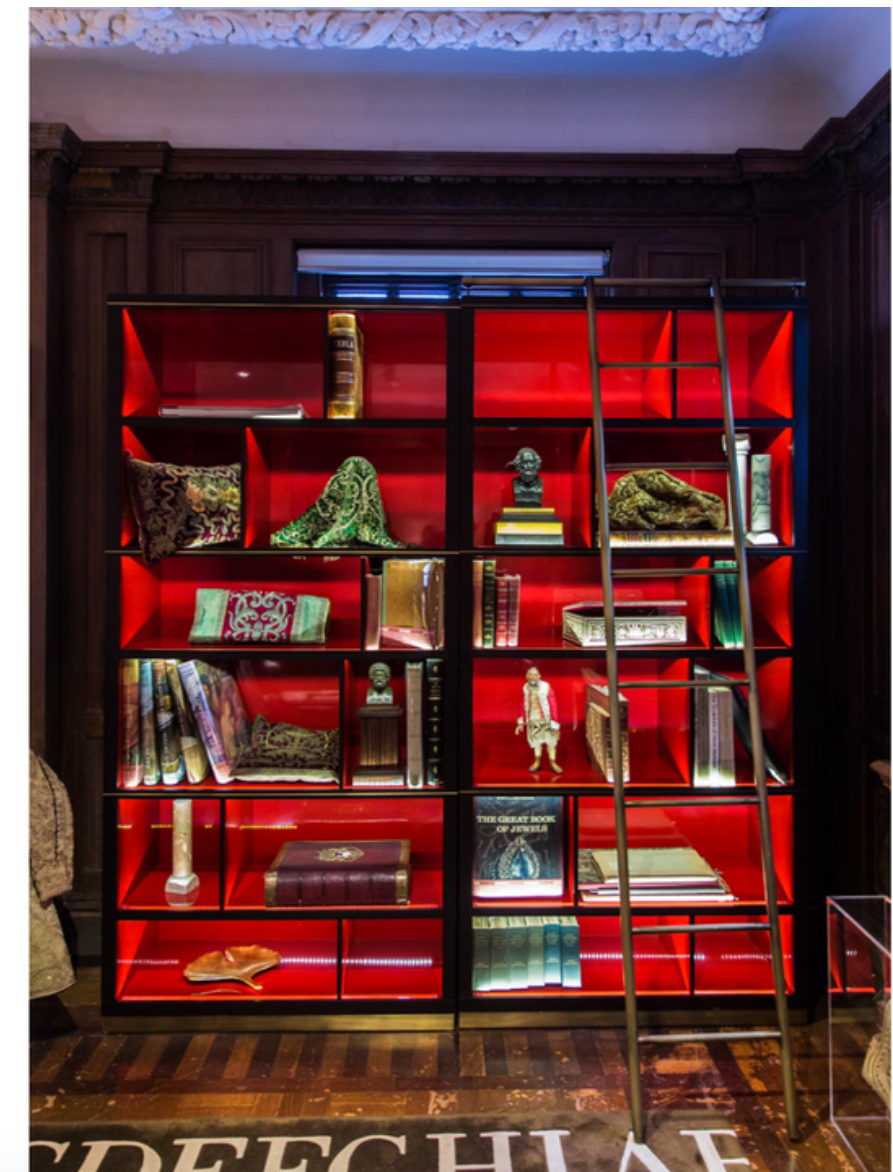




Chatsworth in Derbyshire, England

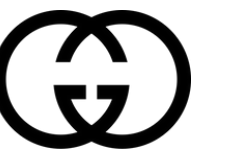


Maison Assouline, London's cultural concept store





CONCEPT



TENUTA GUCCI

Estates by GUCCI

GOAL OF FUTURE DIRECTION

EXPERIENCED-BASED GOODS

"Building brand equity by bringing awareness to the brand globally, building loyalty and trust with customers, and creating associations of elite status within consumer lifestyle."



TENUTA GUCCI

AMENITIES

Each estate will have amenities, which can be enjoyed by guests or estate members.

Use of amenities is not allowed to the general public however paying members will be allowed to visit and relax in any estate at their desire.

- Restaurants
- Spa & Wellness Center
- Pool
- Private event space (Gucci can host brand events and private stays for brand ambassadors and elite clientele)
- Gucci boutique store within the estate, with sales associates and personal shoppers



PILLARS OF META LUXURY

FUTURE DIRECTION

CRAFTSMANSHIP

Absolute focus on quality

Through high-quality design & experience evident in the architecture, interior design, ambiance, service, amenities

HISTORY

Gucci was founded to comply, supply, & align with lifestyles of the elite

Guccio Gucci focused on customer who traveled, had leisure, played sports, "jet setter"

RARITY

Naturally rare due to pursuit of excellence, evident through exclusive guest capacity

Scarcity of memberships, wait list due to high demand.





STRATEGY OVERVIEW

CANNATA'S DIAMOND:

PURPOSE

PRODUCT

PRICING

PLACEMENT

PROMOTION

PEOPLE



CANNATA'S DIAMOND

PRODUCT

Membership based luxury estates curated to embody the essence of the Gucci brand, bringing the Gucci name back to its roots of affluence, luxury, and exclusivity.

- All inclusive private estates with limited rooms, fine dining, art, archival pieces, spas, and highest level of guest services.

Value will be created through limited output of estates over 30 years.

Strategically placed in 3 of Gucci's key markets (US, Asia-Pacific, Europe) the new initiative will combine Gucci's heritage with local culture to present a unique experience.

- Partner with local architects and designers
- Every detail of the estates will emulate the craftsmanship associated with the Gucci brand.



CANNATA'S DIAMOND

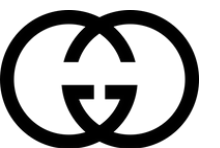
PURPOSE

The purpose of Gucci's brand stretch into luxury hospitality focuses on market domination and the pursuit of uniqueness. The experiential initiative will convey values of heritage, leisure, culture, and exclusivity in order to build brand awareness among the **mental and market space**:

- Core-customers
- Brand aspirants

Enhance the consumer experience with Gucci by highlighting founding values.

Respond to the increasing demand and projected growth of experience based goods in the luxury market.



CANNATA'S DIAMOND

PEOPLE

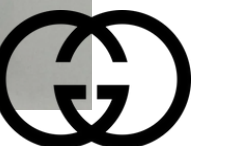
People within and outside the brand will add value by bringing to life the history, craftsmanship, and cultural relevance of Gucci.

- **Inside the organization:**

- Brand heroes: Guccio Gucci, Tom Ford, Alessandro Michele
- Gucci is anchored in Italian history and culture
- Authentic cultural background with roots in Florence, Italy
- Human content will add value to the product by demonstrating hand-selected curation and attention to detail throughout the development and designing of the estates.

- **Outside the organization:**

- Brand ambassadors: Harry Styles, Jay Park, Elliot Page
- Tribes: the core customer to core customer community will have space to bond over shared values and the estates will serve as meeting place amongst core consumers



CANNATA'S DIAMOND

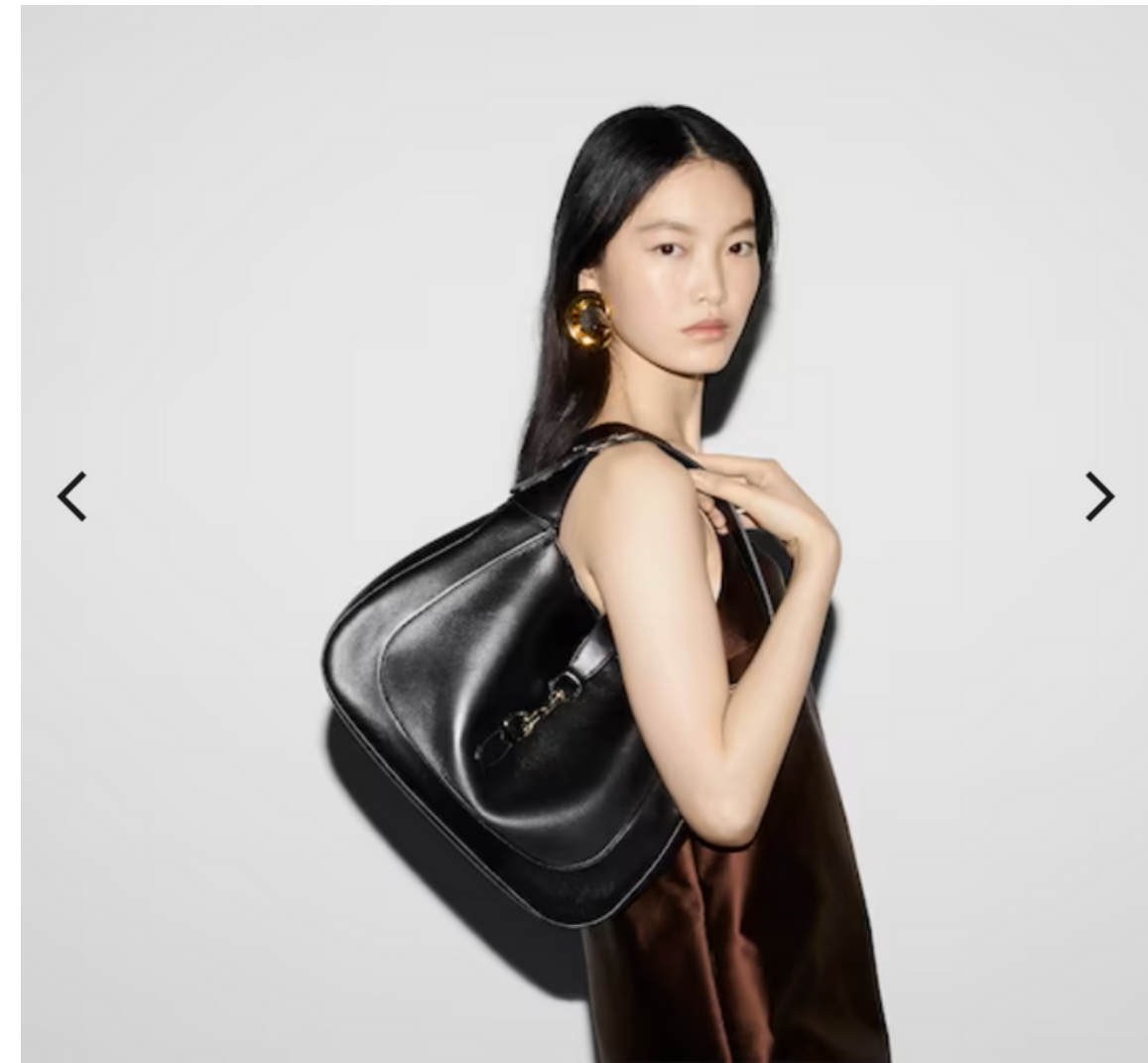
PRICE

Pricing will be used as a messenger from the brand, communicating to the target consumer and differentiating between the mental and market space.

Membership:

- History of purchase/brand loyalty
- Initiation fee: \$5,000
- Annual fee: \$10,000

Positive network externality - goal is accelerate brand awareness and to make consumers want to be included.



GUCCI JACKIE MEDIUM SHOULDER BAG

C\$ 4,345



CANNATA'S DIAMOND

PROMOTION

The promotional campaign of the new initiative will communicate Gucci's aesthetic, symbolic, and functional values.

The brand will use the communication of star brands to communicate with core customers because the goal of the initiative is to build brand awareness and associations and achieve market domination.

Gucci will also adopt communication of connoisseur brands to convey uniqueness and excellence.

There will be a focus on Gucci's Italian heritage within key markets, using a relativistic approach.

To stay within brand identity, the campaign will be conceptual, and spread across traditional and new media



CANNATA'S DIAMOND

PLACEMENT

In order for the new initiative to build brand equity, distribution will have to be highly controlled and precise. Over the course of 30 years, six estates will be built with detailed market and consumer research and analysis.

The merchandising of each estate will take a "global" approach, inspired not only by Gucci but the culture of the location.

Managing distributive scarcity

Location proposals:

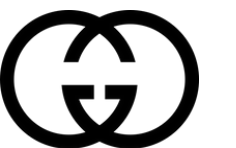
LA

NYC

MILAN

TOKYO

BEIJING





TIMELINE

30 YEARS

TIMELINE



2024

TIMELINE

2024 - LA



TIES TO GUCCI:

- Endorsed **LACMA**
- Gucci Salon
- Film industry

CALIFORNIA STATS:

- **2.75** million annual **overseas visitors**
- Top **3 rising luxury cities** in the U.S. are in CA: Irvine, Carlsbad, & Chula Vista
- California has one of the **highest percentages** of household earnings of \$150,000 per year among rising luxury U.S. cities

CALIFORNIA LUXURY MARKET:

- **77** out of 100 luxury cities ranking
- Luxury score of **57**
- Known for their **boutique** hotels



TIMELINE



2030





TIMELINE

2035

TIMELINE

2035 - NYC



NYC STATS:

- **#1** most visited place in the U.S.
- 6.99 million overseas visitors
- **Largest entry point** to the U.S.
- World's busiest airport
- On track to welcome **65 million visitors** in 2024

NYC LUXURY MARKET:

- A **3rd** of the total U.S. luxury market size values at **\$25 billion**
- **Upper East Side** accounted for **43%** of new luxury leases in NYC

NYC HOTEL MARKET:

- Hotel performance remained strong in 2023 with **36.5 million** rooms a night sold
- More than **70 new hotels** creating more than 10,000 hotel rooms will be added to the City's inventory in the next three years







TIMELINE



2040

TIMELINE

2040 - MILAN



MILAN, ITALY STATS:

- In 2023, Italy recorded approximately **14 million** tourist arrivals
- Milan is Italy's **second-largest** city
- Malpensa airport recorded 21 million passengers in 2023

MILAN, ITALY LUXURY MARKET:

- **Fashion capital** of the world
- Upper midscale to luxury positioning area
- Ties to Gucci's European heritage

MILAN, ITALY HOTEL MARKET:

- The hotel market is dominated by **four-star hotels**, which represent close to 60% of total room stock in the city
- Hotel performance has been on the **rise** in Milan for several years thanks to the boost in tourism





TIMELINE

2045

TIMELINE

2045 - TOKYO



TOKYO, JAPAN STATS:

- Japan welcomed **25.06 million** visitors in 2023

TOKYO LUXURY MARKET:

- **Ginza Six** is Tokyo's most luxurious shopping mall, located in the upscale Ginza district
- Tokyo is the **#1** city in the world for luxury shopping, with 217 designer stores (Lartisien)
- The **Luxury Goods** market in **Japan** is projected to grow by 4.69% (2024-2028) resulting in a market volume of US \$38.81bn in 2028

TOYKO, JAPAN HOTEL MARKET:

- Japan's **Hotel Market** was valued at **US\$ 12.72 Billion** in 2022
- Japan Hotel Market is expected to grow at a CAGR of **13.30%** between 2022 and 2028





TIMELINE

2054

TIMELINE

2054 - BEIJING



BEIJING, CHINA STATS:

- China's border authorities recorded **35.5 million** entries and exits in 2023
- Beijing is one of the **oldest** cities in the world attracting tourist

BEIJING, CHINA LUXURY MARKET:

- China personal **luxury market** grew by about 12% last year to more than 400 billion yuan (USD **\$56.43 billion**), in 2023
- China is the **second largest** luxury market in the world
- Asia Pacific represents the largest region with **39%** of Gucci's revenue

BEIJING, CHINA HOTEL MARKET:

- The Hospitality Industry in China is expected to reach USD 86.66 billion in 2024 and grow at a CAGR of 8.12% to reach USD **128.04 billion** by 2029
- Beijing is known for their **upscale** hotels





CONCLUSION

Tenuta Gucci will stretch the Gucci brand into the hospitality sector to increase its stagnate brand equity by enhancing awareness, associations, and loyalty among core consumers while strategically increasing brand density through controlled distribution and exclusive membership.

By entering the hospitality industry, Gucci can create immersive experiences that align with its founding values in affluence and leisure attracting core customers and reinforcing its position as a brand of social stratification. Tenuta Gucci focuses on developing quality experiences that embody Gucci's values of innovation, elegance, and sophistication, fostering deeper connections with its target audience and driving long-term brand equity. Gucci has the opportunity to capitalize on the growing demand for luxury experiences to emerge as the leader in the luxury hospitality market while amplifying brand associations, encouraging brand loyalty, and heightening brand awareness.





THANK YOU



Feedback

- pricing justification?
- **clearly identify opportunities and threats at beginning** - not having that creates a disconnect
 - we need a why
 - in conclusion we need to explain why there is stagnation
- there is a chaotic product identity with gucci rn
- identify which the brand needs most: brand equity, associations, density, loyalty etc.
- there are details that are irrelevant
- typos
- add where the brand would benefit the most in the next 10 years
- would need a 3rd party company to assist in opening
- we need more than just introducing hotels bc its a fashion brand: think about collections, beauty, and fragrance

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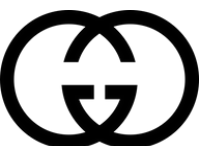
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