

Consumer Buzz

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Millennials Movin' on Up

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According to recent research from Bain & Company and Farfetch, by 2025, Millennials will make up 40% of personal luxury purchases globally. Last year, older generations represented 73% of the luxury market. The study also found online interactions influence 70% of luxury purchases. However, three-quarters of all luxury purchases will still take place in physical stores by 2025. **GP**