



Euromonitor
International

Experiential Luxury in Australia

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury hotels continues to drive growth, with the rise in inbound tourists impacting sales
New hotel openings and rising demand for bespoke luxury experiences drive growth
Players in luxury hotels and foodservice aim to differentiate their offerings

PROSPECTS AND OPPORTUNITIES

Growth will be driven by the rise in tourism and the preference for experiences over physical goods
Luxury travellers to drive demand for wellness-oriented and sustainable experiences
Luxury hotels to focus on Australia’s unique natural and cultural heritage

CATEGORY DATA

- Table 1 - Sales of Experiential Luxury by Category: Value 2020-2025
- Table 2 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 4 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 5 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 6 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Luxury Goods in Australia - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2025: The big picture
- 2025 key trends
- Competitive landscape
- Retail developments
- What next for luxury goods?

MARKET DATA

- Table 7 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 8 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 10 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 11 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 13 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/experiential-luxury-in-australia/report.