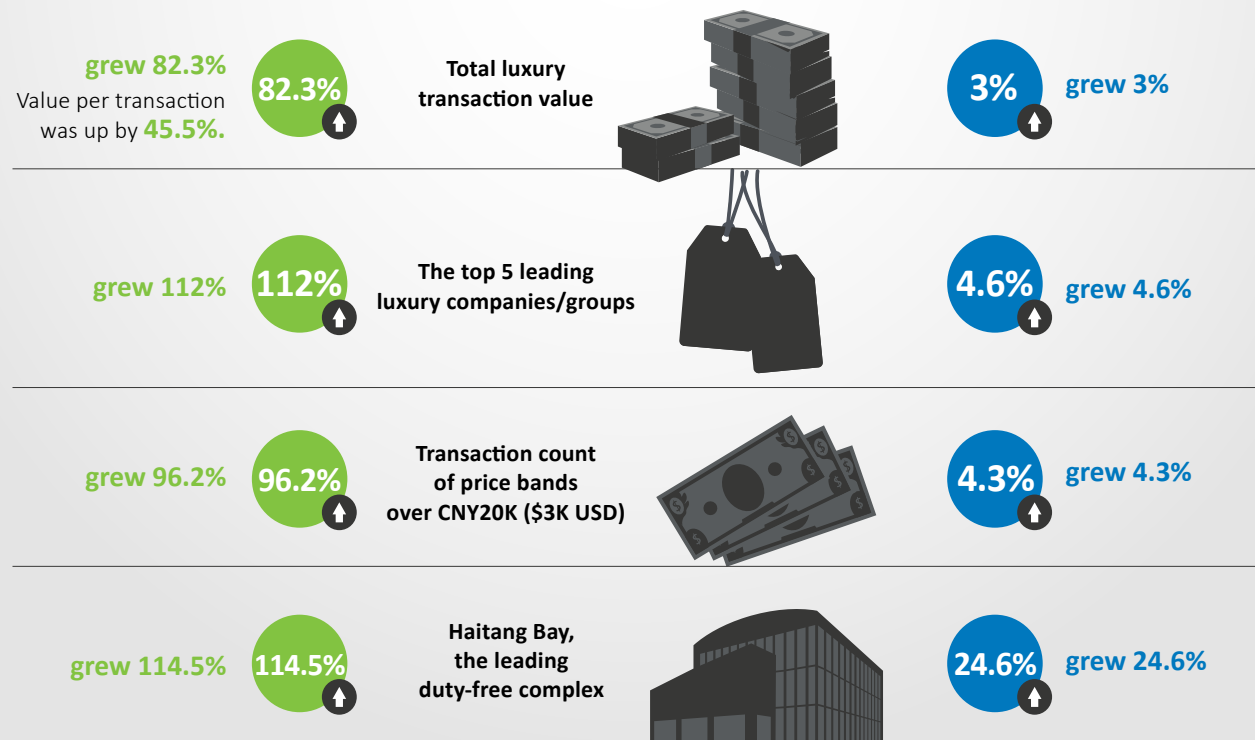


Q1 2021: Chinese Luxury Direct Retail Continued to Thrive in Mainland Market

At the end of 2020, luxury brands and retailers in China were wondering whether local luxury consumers could sustain their high levels of enthusiasm and spending in 2021. Our Chinese Luxury Direct Retail Tracking data is in- yes, Q1 results confirm luxury's momentum continued. **Here is a closer look.**

Compared to Q1 2019, before COVID-19's impact, the mainland Chinese luxury market jumped to a new height in the first quarter of this year.

Even compared to the historic heights of Q4 2020, the first quarter of 2021 was strong.



After eight months of double-digit growth in 2020, Mainland China's luxury market continued rising in the first quarter of 2021, both year on year (against 2019) and sequentially. We will continue to watch closely and report on what's happening in China's luxury market. Let us know how we can help you.

Source: The NPD Group/Chinese Luxury Direct Retail Tracking



If you have questions, or if we can support your business in any way, please contact Carrie Cui at +86 (21) 62753222 ext. 202 or email carrie.cui@npd.com.

