

RESEARCH

Luxury Daily releases 44-page State of Luxury 2019 report polling industry insiders (new)

December 2, 2019



State of Luxury 2019 is produced by Luxury Daily and Unity Marketing

By STAFF REPORTS

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This third annual State of Luxury: The Insider View report by *Luxury Daily* and Unity Marketing reveals:

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- Trends measuring the pulse of the luxury business from three years of consecutive surveys among ~600 luxury insiders from the luxury goods, services/experiences sectors and companies that provide advertising, marketing, consulting and other support services to luxury companies
- How insiders feel about the state of the luxury market in general and their business, in particular
- Details about distribution challenges, Internet ecommerce strategies, social media and its surprising ineffectiveness, advertising and marketing strategies, and future trends impacting the luxury market.

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