

STRATEGY

## Special invite to join State of Luxury 2022 survey respondents get exec summary

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UHNWIs either plan to decrease or avoid activities that would increase risk of exposure, at least until COVID-19 has been mitigated. Image credit: Northrop & Johnson

By STAFF REPORTS

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The global luxury market has been through a whirlwind of change since the COVID-19 pandemic hit. This has created a pressing need for luxury industry executives to have the most up-to-date and accurate information to make business decisions.

Providing that information has been the goal of our State of Luxury survey of luxury industry insiders, a study now in its sixth year.

As in previous years, we are asking a cross-section of companies that compete in the luxury market, partner with luxury companies, or individuals who study the luxury market to share their opinions and experiences.

The [survey](#) will take between 10 and 15 minutes to complete and all respondents remain anonymous. The survey is a collaborative project of *Luxury Daily*, Unity Marketing and the Home Trust International.

Every respondent will receive an executive summary of the survey results and attendance in an exclusive respondents-only webinar where *Luxury Daily*'s Mickey Alam Khan, Unity Marketing's Pam Danziger and The Home Trust's Chris Ramey discuss the implications of the survey findings and key trends in the luxury market.

Plus, your company will be entered into a drawing to win a customized digital advertising campaign targeting 100,000 high-net-worth individuals a \$1,000 value provided by Precise Luxury Marketing.

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