

APPAREL AND ACCESSORIES

Louis Vuitton ranked world's most popular luxury brand

January 9, 2023



Louis Vuitton overtakes the top luxury spot for the world's most popular brand. Image credit: Company My Jet

By LUXURY DAILY NEWS SERVICE

French luxury fashion house **Louis Vuitton** can now claim the title of luxury's most desirable brand, statistically speaking.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

British independent research firm Compare My Jet is out with **new data** showing that the fashion label is the biggest name in luxury worldwide. Determined via an analysis of Google's online search records, experts narrowed the data from hundreds of luxury brands across 195 nations.

Fashion-forward

As cited by Compare My Jet's research, global luxury goods market revenues reached **\$312 billion** in 2022. Famed for its symbols and signature monogram, the source's reports show Louis Vuitton coming out on top in terms of popularity and across 82 countries.

Among the other high performers are Italian automaker Lamborghini, following Louis Vuitton on the list of the 10 most popular luxury brands. German automaker Mercedes-Benz comes in third place.

Among the countries that ranked Louis Vuitton highest are top luxury markets such as Monaco, Switzerland and the United Arab Emirates. Louis Vuitton is especially popular in Europe, taking the top spot in 29 of its countries.



Louis Vuitton numbers are especially of note in Europe. Image credit: Compare My Jet

The next most popular luxury brand in Europe ranks highest in only three of those countries, showing just how big the gap is between Louis Vuitton and the rest of the luxury pack.

Compare My Jet found that Hermès is the U.K.'s favorite luxury brand, having sustained over 823,000 searches each month.

As virtual sales rise, internet searches and online brand activity increasingly become a source of clarity for those searching for luxury selects.

By 2025, 30 percent of luxury retail transactions alone are expected to be completed virtually. Because of this, the digital luxury space clearly carries weight, showing the true importance of online brand presence when it comes to high-end brands' success.

Brands that cultivate a strong virtual marketing strategy, including the creation of engaging social channels, are set to thrive.

Of note, Louis Vuitton is followed by 50.6 million accounts on Instagram. Chanel is the only brand on the researched list to surpass Louis Vuitton in followers, with 53.7 million on the platform.

The LVMH-owned entity continually performs well in the online space, often collaborating with artists and releasing immersive content ([see story](#)).