2025 Consumer Profile & Trends

STYLUS

Look Ahead
2025

Trend Overview

ELEVATING CONNECTION | CONSERVATION | CARE

CULTIVATING CONNECTIONS

- **Third Spaces** to promote wellbeing <u>Harakado complex</u> in Tokyo
- **Communal Rest** – e.g. overnight sleep concert in Seoul
- **Adapted environments** – Amsterdam co-op housing projects
- **Squad shopping** – Walmart's Shop with Friends app, <u>Crew's</u> <u>Virtual Closet app</u> for the <u>Apple Vision Pro</u>

CONSERVING CREATIVITY

A renewed appreciation for archives, history and heritage as we address overconsumption and seek more authenticity and human creativity.

- Conserving Creativity *e.g.*
  - *Indigenous artists*
  - *Hand-embroidered football shirts by women artisans from the Sierra Norte de Puebla in Mexico*

- Materials that Last – flax, bamboo

Mataaho Collective @ 2024 Venice Biennale

Mahku Collective @ 2024 Venice Biennale

Adidas X Someone Somewhere

Grande Panda, Fiat

STYLUS

LUXURY
TRAVEL
TRENDS
24/25

1. **Rise of destinations with more moderate weather conditions**

2. **Elite Digital Nomads** - co-working venues with superior amenities and stylish short-term serviced apartments

3. **Prestige Glamping** – *e.g. Under Canvas and Black Tomato's signature Blink camps*

4. **Indigenous Tourism** – integrating ancestral healing into wellness retreats, fine-dining with native ingredients

5. **Family Bonding** – marking milestones and reconnect with loved ones through highly personalised multigenerational trips – often by interweaving family heritage or learning new skills together. *e.g.*
   - *Learning survival skills from tribe members on a safari, enjoying an archaeologist-led private tour of Ancient Egyptian tombs.*
   - *"Skip-gen" retreats for grandparents and grandchildren*
   - *Gen Alphas playing an active role in family vacation planning.*

6. **Railway trips** – nostalgic, guilt-free low-carbon transport

XZ Beta Travel

In 2025, the first "Beta Babies" will be born, giving rise of a new generation of young families with Gen Z parents, often travelling with Gen X grandparents.

The Generations

Generation Beta:
Born 2025-2039
Generation Alpha:
Born 2010-2024 – aged 0-14 in
2024
Generation Z:
Born 1995-2009 – aged 15-29
Generation Y:
Born 1980-1994 – aged 30-44
Generation X:
Born 1965-1979 – aged 45-59
Boomer:
Born 1946-1964 – aged 60-78
Matures:
Born 1925-1945 – aged 79-100+

34%
of Gen X luxury travellers
plan to travel with their
adult Gen Z offspring in the
next year

32%
of Gen Z luxury travellers
are planning trips with
children under 18

72%
of Gen Z luxury traveller
parents are travelling for
'joy and happiness'

42%
of Gen Z luxury traveller
parents are more likely
to rely on a travel advisor
(**28%** among Gen Y
parents)
Data from Virtuoso

Wander Women

Regardless of age, the rising popularity of solo female travel highlights the way independent women want to explore destinations on their own terms – and without paying single supplement penalties.

Silver
Bullet
Wellness

As wealthy consumers go to ever-greater lengths to increase their longevity and optimise their abilities, the desire for fast-tracking achievements is giving rise to hyper-specific 'cures' and upgrades for body, mind and soul.
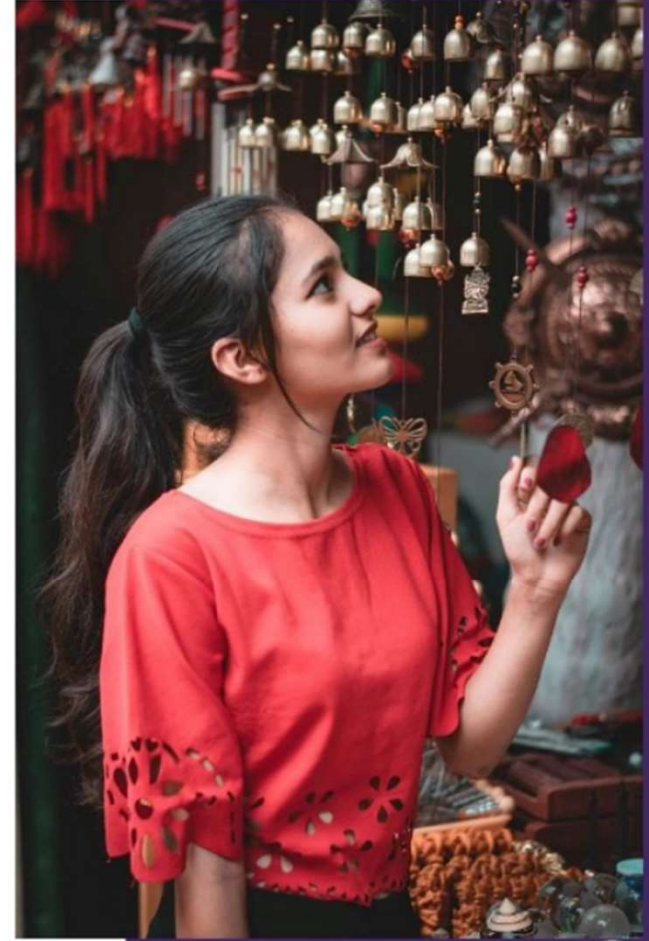
HNWI CONSUMER PROFILE- INDIA

In **INDIA**, travel is a key passion for Affluent and HNWIs. Both groups are showing strong intention to increase spends on leisure trips.

The United States, Singapore, Australia, Switzerland and UAE are the top 5 planned international destinations for Indian travelers.

Fine dining is an important driver for local leisure travel alongside having an authentic trip. International travel is most associated with luxury shopping.

Privacy/security, exclusive amenities and personalized service are the top choice drivers for a luxury hotel.

For dining within the hotel, trust in the quality and consistency of the food and service, and enjoyment of the exclusivity and luxury of dining are stated as the top choice drivers.

HNWI CONSUMER PROFILE- CHINA

Based on insights gathered from our TrendLens™ 2024 Wave 1 study, affluent and HNWIs' inherent desire to travel and seek new experiences remain undiminished.

In **CHINA**, travel spending has remained resilient, with most continuing to travel domestically this year. There is also an increased desire among HNWIs to travel abroad.

Singapore and France are the top preferred international leisure destinations, followed by Japan and New Zealand.

Chinese travelers are seeking more meaningful and immersive experiences for international trips, as well as shopping for luxury goods. A similar trend is observed in their local leisure travel, where they are demonstrating a strong appetite to explore and discover their own country.

Privacy/security is the top driver for luxury hotel choice.

Convenience and trust in the consistent quality of the dining experience are stated as the top reasons for dining at the hotel premises.

LEISURE TRIP ACTIVITIES PLANNED

DOMESTIC	Rank	OVERSEAS
Exploring local culture, traditions, and landmarks	01	Exploring local culture, traditions, and landmarks
Fine dining at renowned restaurants	02	Fine dining at renowned restaurants
Exploring natural wonders, scenic landscapes, or national parks	03	**Shopping for luxury goods and designer brands**
Exploring historic villages with preserved architecture	04	Exploring natural wonders, scenic landscapes, or national parks
Farm-to-table dining, rural culinary experiences, or agritourism visits	05	**Wine tasting or vineyard visits**
Beachside relaxation, water sports, or yachting experiences	06	Beachside relaxation, water sports, or yachting experiences
Relaxing at luxury spas or wellness retreats	07	**Whisk(e)y tasting or distillery visits**
Participating in exclusive events or festivals	08	Exploring historic villages with preserved architecture
Participating in wildlife safaris or eco-tourism	09	Relaxing at luxury spas or wellness retreats
Enjoying theatrical performances or live entertainment	10	Participating in exclusive events or festivals

As the middle class continues to grow, key segments with different characteristics begin to emerge

Gen-Z   Millennials

- Always-on broadband internet
- Craving for community
- Deeper preference towards unique and personalized products
- Strong interest towards experiences related to own value and identity
- From wellness to wellbeing

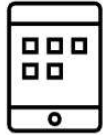## Silvers

- Higher willingness to spend
- Stronger propensity to travel
- Increasing levels of digital savviness

The digital applications have become instrumental in daily lives

Significant time spent on mobile

> **> 7 hours**

per day for Gen X, Y and Z[1]

抖音 Douyin 小红书 RedBook

On demand from food to grocery

<30

minutes for meals and groceries

美团 Meituan 饿了么 Eleme
盒马 Hema 京东到家 JD O2O

Cashless payment everywhere anytime

80~90%

penetration in online & offline shopping

WeChat pay Alipay

THANK YOU