

As of August 2025

NBCUniversal

Luxury Quarterly Update 1H'25

Industry highlights and media trends



Agenda

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Luxury Landscape

Current Landscape & 1H'25 Media Trends

2

Luxury @ NBCU Update

Media Trends & Creative Showcase

3

Luxury Upcoming Opportunities at NBCU





Current Luxury Category Dynamics

As core and aspirational buyers adjust spending based on economic factors and consider the value of luxury, brands are amending strategies and pushing boundaries to maintain loyalty in what hopes to be a brief slowdown

Headwinds	Tailwinds
<ul style="list-style-type: none">• Resilience wavers with economic uncertainty and cultural shifts influencing consumer spend <i>26% of US adults are reducing spend on luxury goods¹</i>• Aspirational consumer spending declines leading brands to shift focus back on core HNW clients <i>.1% makes up 23% of sales¹</i>• Price hikes are softening amidst consumer pushback, with the slowest rate since 2019 <i>+3% 1H'25 vs. +8% in '22²</i>• Sentiment is dipping, with younger consumers questioning luxury's price-to-value stance	<ul style="list-style-type: none">• Older consumers have strongest purchasing power, with Gen X expected to top spend this year, highest of any gen <i>\$15.2T in spend for '25, 25% of total annual spending globally across generations³</i>• Experiential luxury (beyond product) is unscathed from the slowdown in the top half of the year• Dupes are becoming more accepted, and luxury brands stand to benefit thanks to increased visibility and brand awareness for originals• Luxury brands refresh, entering a new era of “Loud Luxury” to retain tepid shoppers, a potential turning point for the industry⁴

Sources: 1. eMarketer July 2025; 2. [Financial Times](#); 3. eMarketer Aug 2025; 4. [CNBC](#)

Luxury Category Round Up

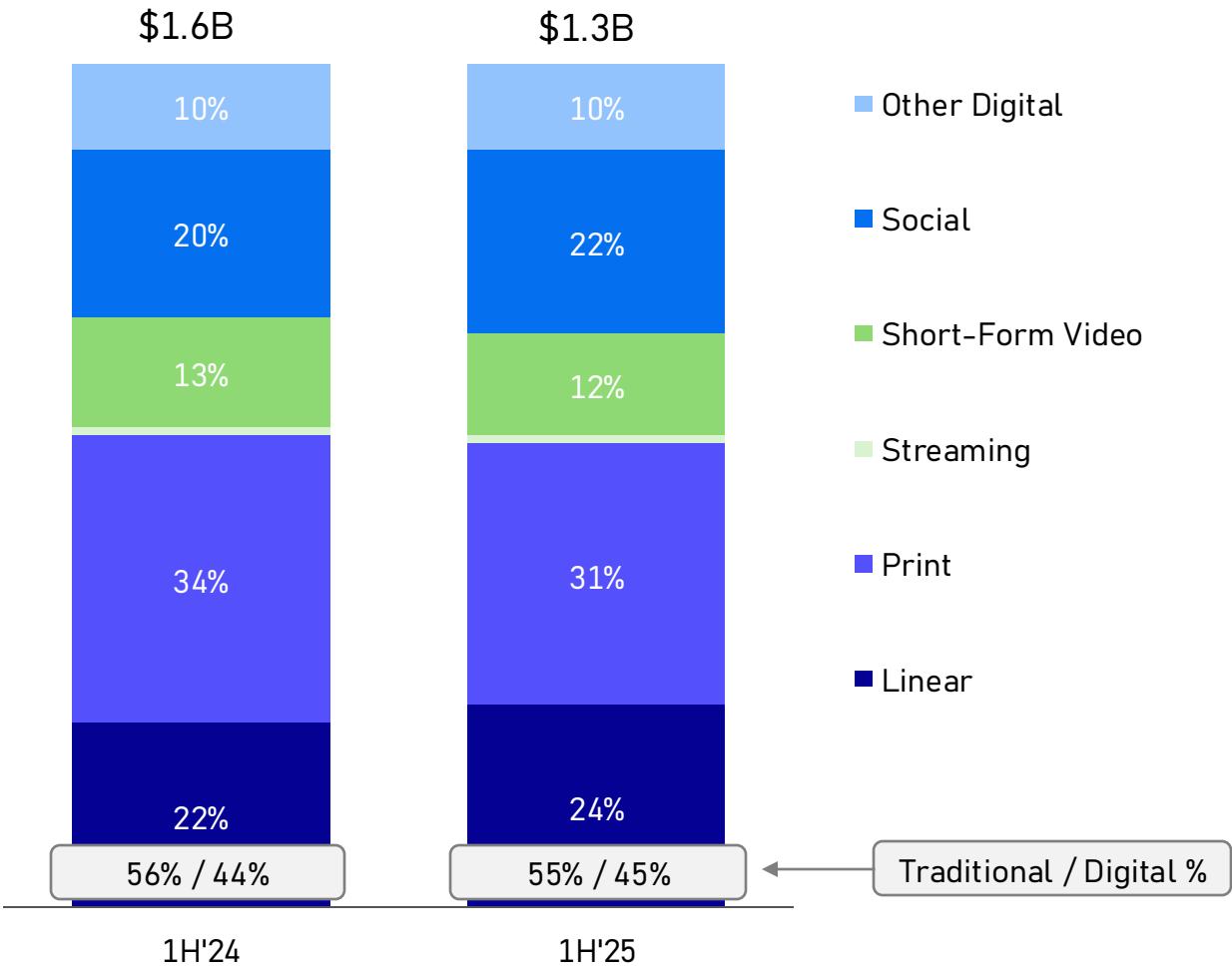
Shifting Macro Factors	Consumer Spending	Celebrity Collabs	Partnerships
<u>Prada reported a 9% increase in revenue in 1H'25 compared to last year, but still missed forecasts as the luxury industry continues to see a broader slowdown.</u>	Luxury goods brands cite the ease in tourism spending as a reason for hits to Q2 earnings (<i>eMarketer, July 2025</i>)	<u>Jeweler Roberto Coin unveiled its 2025 campaign, "The Art of Dreaming," which aims to refresh the brand's identity and features actress Dakota Johnson as its new global brand ambassador.</u>	<u>Balenciaga collaborated with Puma to create a new line of sportswear including tracksuits and a reinterpreted version of Puma's classic Speedcat Sneaker.</u>
<u>Brunello Cucinelli reported revenue growth of 10% YoY for 1H'25, benefiting from an affluent customer base that is less affected by economic shifts.</u>	<u>U.S. consumers are spending more on luxury jewelry, while pulling back on handbags and clothes.</u>	<u>Ralph Lauren partnered with Usher to launch its new fragrance, Ralph's Club New York Eu de Parfum.</u>	<u>Cunard announced a partnership with Abbey Road Studios to create an exclusive Listening Lounge experience set to launch aboard the Queen Elizabeth this fall.</u>
<u>LVMH reported 1H'25 revenue was down -4% vs. STLY, with even stronger declines in the fashion and leather goods segment, amid luxury slowdown.</u>	<u>Global personal luxury goods are forecasted to decline by 2-5% in 2025, with the U.S. share of global luxury retail sales growing more slowly than other regions. (<i>eMarketer, Apr 2025</i>)</u>	<u>YSL Beauty named Austin Butler a brand ambassador for its new fragrance.</u>	<u>Sephora is the new exclusive beauty partner of the Athletes Unlimited Softball League, sponsoring the AUSL Championship series and activating throughout the AUSL All-Star Cup.</u>
<u>Tariffs on Switzerland could cause markups on multiple luxury watch brands.</u>	<u>Travel & hospitality is the top preferred luxury category among luxury consumers.</u>		

Marketplace Luxury media mix remains consistent

Luxury maintains traditional/digital mix, while streaming continues to be an opportunity

- Spend declined across luxury levels, except **Superpremium**, which saw a **+2% uptick** in 1H'25
- While overall **Linear** spend decreased -7%, **Affordable Luxury** grew **+17%**
- **Streaming** declined -9%, primarily due to cuts in **Affordable Luxury**
- **Social** spend increased for **Affordable Luxury** (+22%) and **Superpremium** (+2x), reflecting shifts in consumer behavior

Luxury Category Media Mix Share of Spend



Source: MediaRadar, luxury brands only
Traditional = Linear, Print / Digital = Streaming, Short-form, Social, Other Digital

Marketplace
Luxury sub-category spend driven by Apparel & Auto

Apparel (40% SoS in 1H'25) and **Auto** (32%) continue to dominate category spend

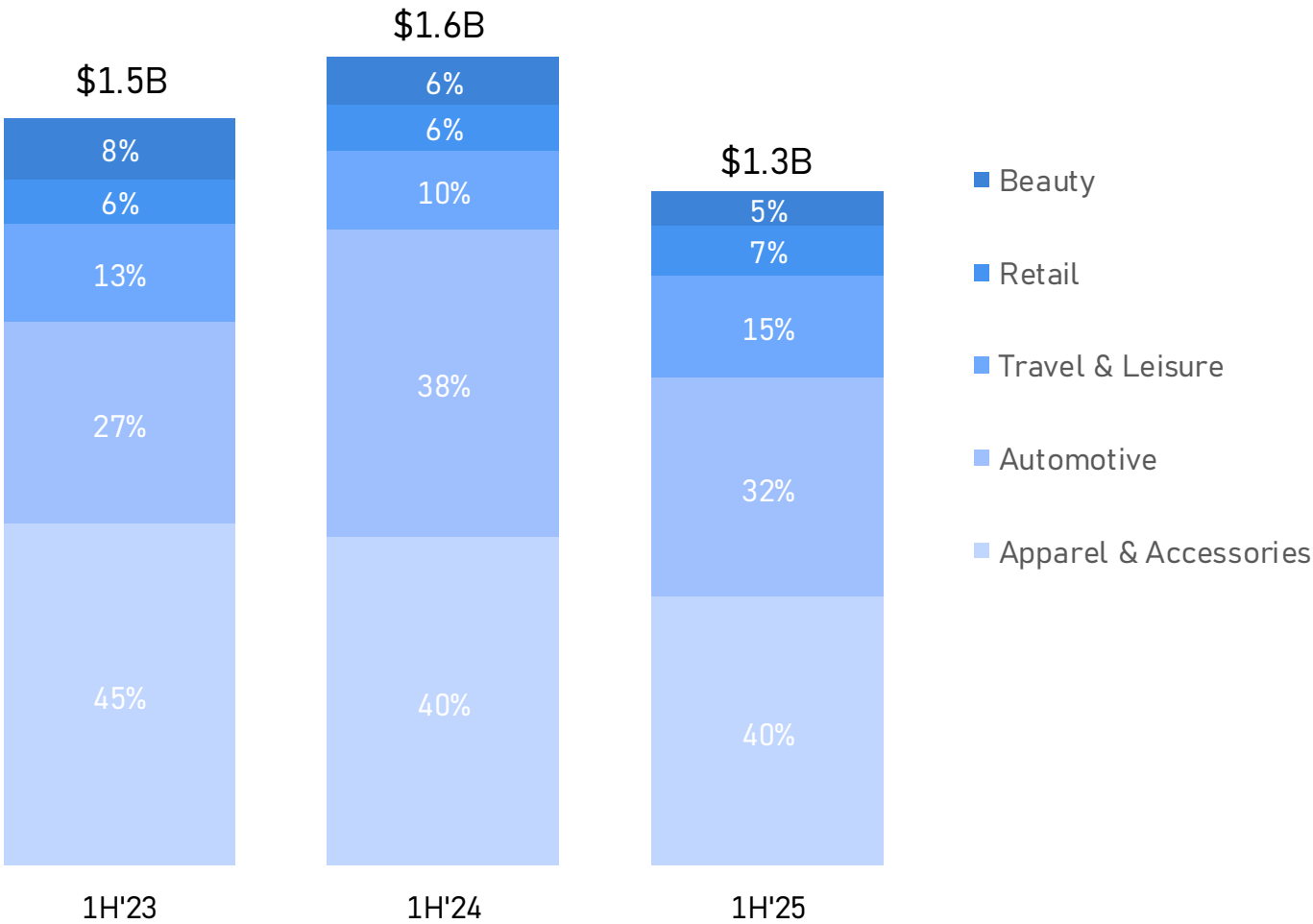
- Apparel leans heavily into print (57% share), while Auto focuses on linear (54%)

Travel & Leisure has been the most resilient luxury sub-category, growing +4% since 1H'23 and gaining +2pp in share

- Driven primarily by tripling linear spend since 1H'23

Retail is seeing consistent growth, up +12% since 1H'23, driven by doubling short-form spend

Luxury Media Spend by Sub-Category
\$USD Billions

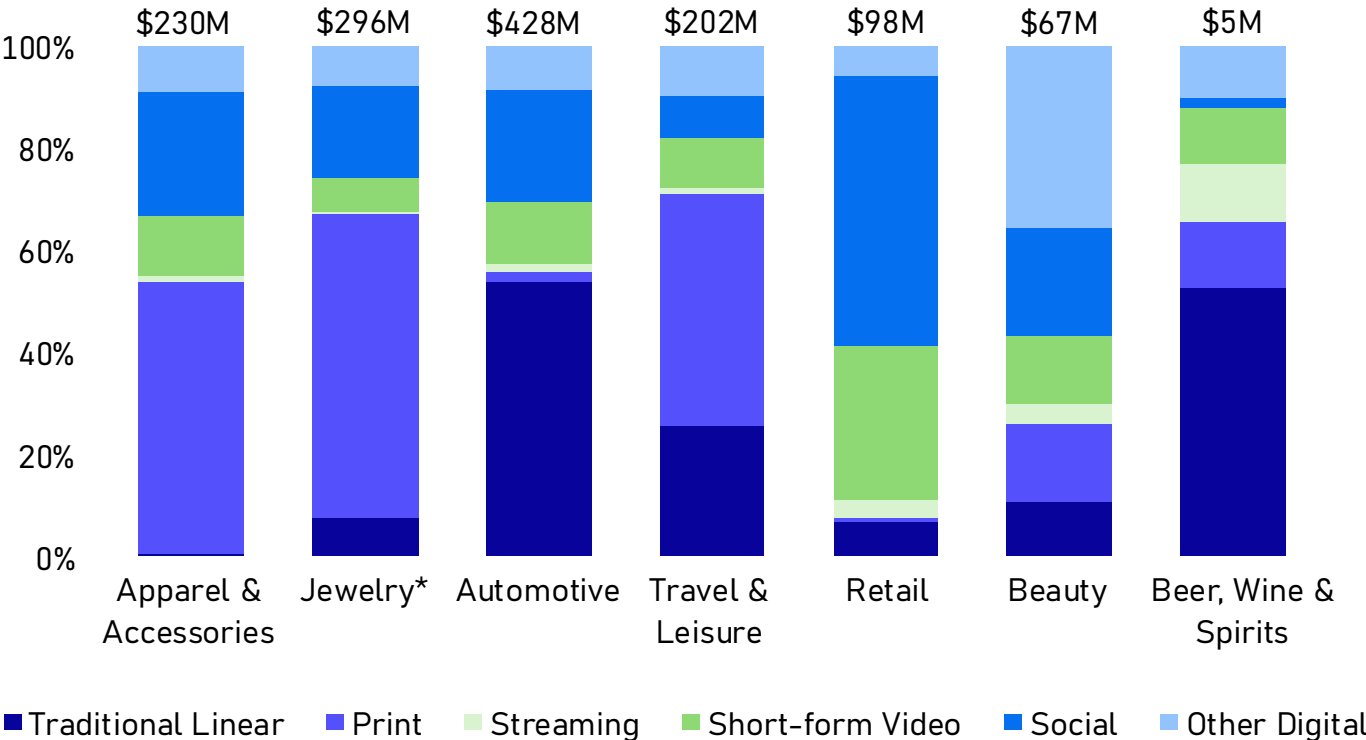


Source: MediaRadar, luxury brands only;
Categories with >1% share of spend in 1H'25 shown

Marketplace

Affordable & Core Luxury lead premium video spending, with Auto, Retail, and Beauty leading investments in streaming

Top Luxury Sub-Category Media Mix
1 H '25



Luxury Level Top Channels		
Ultra High-End	Print	Other Digital
	69% 94% w/o Auto	22% 4% w/o Auto
Super Premium	Print	Social
	57% 82% w/o Auto	30% 6% w/o Auto
Core Luxury	Print	Linear
	41% 65% w/o Auto	26% 5% w/o Auto
Affordable Luxury	Linear	Social
	25% 16% w/o Auto	24% 27% w/o Auto
	Social	Print
	24% 27% w/o Auto	18% 24% w/o Auto

Source: MediaRadar, Luxury Brands only; *Jewelry subcategory includes jewelry & watches & timepieces
Traditional = Linear, Print / Digital = Streaming, Short-form, Social, Other Digital

Luxury NBCU Spend

At NBCU,
our Luxury partners
are leaning into sports
& premium content to
engage consumers
across luxury levels



Linear

continues to dominate the mix,
led by Auto, Retail, and Travel

*Luxury Auto leads across verticals
(Prime, ELG, News, Sports); Travel is
strong in ELG and News, while Retail is
#2 in Sports*



Peacock

investment prioritizes
premium streaming, **with
Premier up +22% in 1H'25**,
driven by Retail and Auto

*Luxury Ad Innovations increased in
1H'25 across Auto, Retail, and Travel*



Advanced Audiences

present an opportunity for
brands to engage **high-value
consumers** as luxury spend in
the segment continues to lag
within the category mix

*Luxury digital advanced audiences spend
increased in 1H'25, driven by Audience IO*



Spanish-language Media

enables brands to engage with
multicultural audiences, and
remains a growth opportunity
for luxury sub-categories
beyond Auto

*Investment in Hispanic TV increased in
1H'25, driven by Auto*

Creative & Innovation across the Marketplace and NBCU

Connect with luxury audiences in new ways through storytelling

Marketplace



Leveraging Star Power For Cultural Relevance

Lucid named Timothée Chalamet its first global brand ambassador, starting with the upcoming campaign for the launch of its Gravity SUV in the fall.

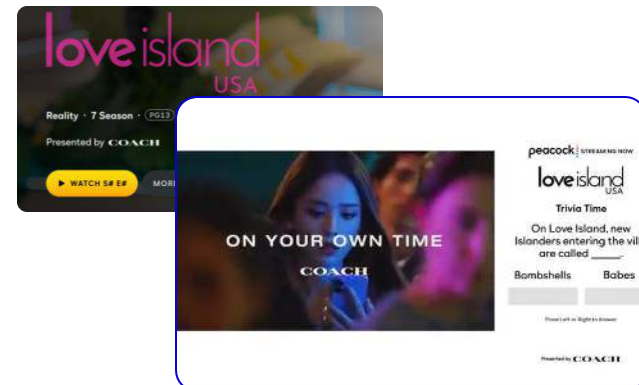
NBCU Spotlight



Driving Action With Shoppable Ads

Woodford Reserve leveraged a Shoppable Canvas Carousel Ad with a QR code to drive consumers to shop Woodford Reserve on Instacart.

NBCU Spotlight



Falling In Love With Innovations

Coach was a sponsor of Season 7 of Love Island USA, which included a variety of ad innovations and media including a brand tag, trivia ad, and pause ad.

Leverage the power of NBCUniversal's content & audiences to drive impact for your brand and business

2025 opportunities on the horizon for the Luxury category

Q3'25 Opportunities



NBC 100



Billboard Latin Women In Music



CNBC Sport



Live from E! Red Carpet



Social



Peacock Unscripted Originals



Contextual Advertising



As of August 2025

NBCUniversal

Thank You

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