

As of August 2025

NBCUniversal

# Luxury Quarterly Update 1H'25

Industry highlights and media trends

# Agenda

1

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

- **Resilience wavers** with economic uncertainty and cultural shifts influencing consumer spend  
*26% of US adults are reducing spend on luxury goods<sup>1</sup>*
- **Aspirational consumer spending declines** leading brands to shift focus back on core HNW clients  
*.1% makes up 23% of sales<sup>1</sup>*
- **Price hikes are softening amidst consumer pushback**, with the slowest rate since 2019  
*+3% 1H'25 vs. +8% in '22<sup>2</sup>*
- **Sentiment is dipping**, with younger consumers questioning luxury's price-to-value stance

## Tailwinds

- **Older consumers have strongest purchasing power**, with Gen X expected to top spend this year, highest of any gen  
*\$15.2T in spend for '25, 25% of total annual spending globally across generations<sup>3</sup>*
- **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 industry<sup>4</sup>

# Luxury Category Round Up

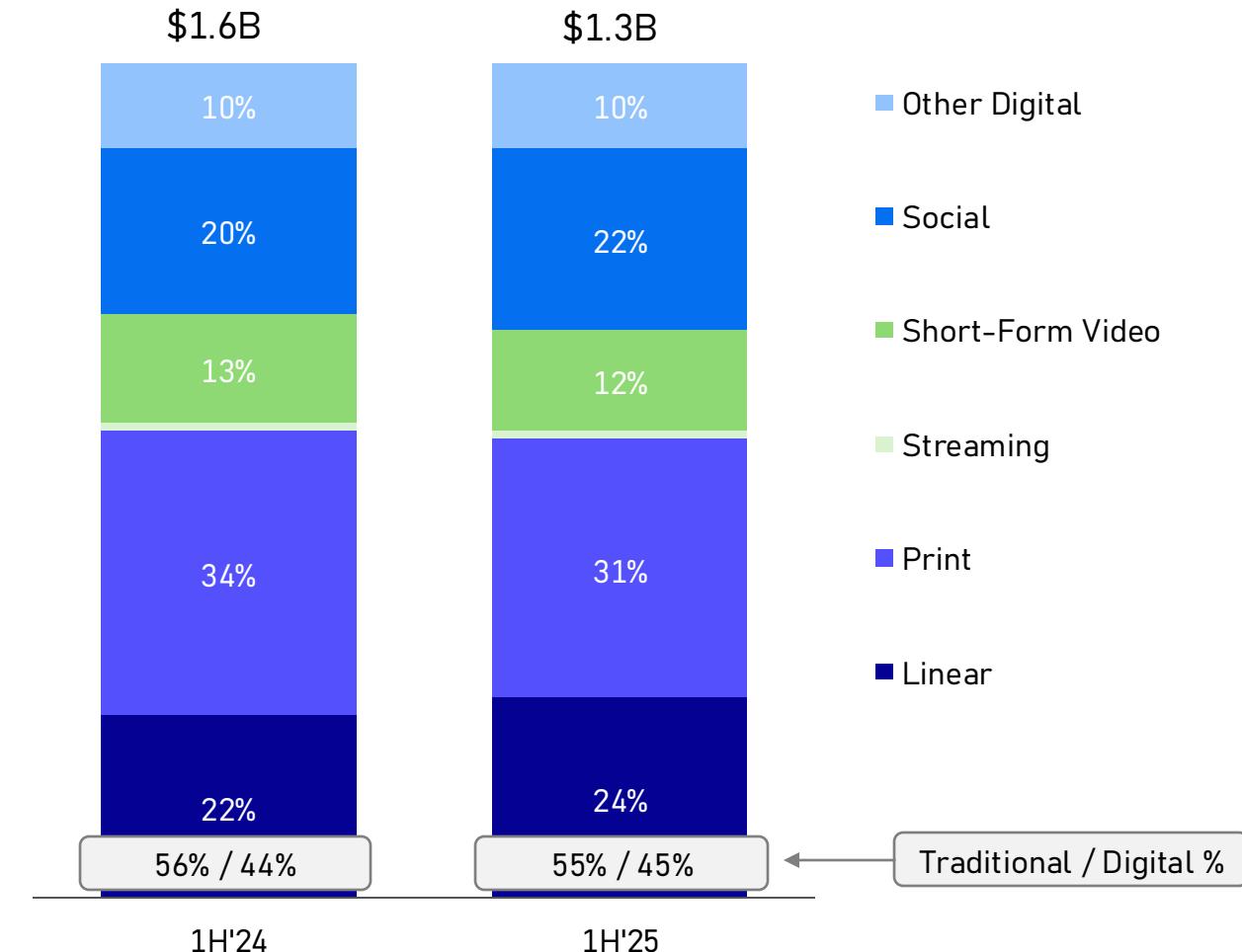
Shifting Macro Factors	Consumer Spending	Celebrity Collabs	Partnerships
<u>Prada reported a 9% increase in revenue in 1H'25 compared to last year, but still missed forecasts as the luxury industry continues to see a broader slowdown.</u>	Luxury goods brands cite the ease in tourism spending as a reason for hits to Q2 earnings (eMarketer, July 2025)	<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.</u> (eMarketer, Apr 2025)	<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 &amp; 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



# Marketplace Luxury sub-category spend driven by Apparel & Auto

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

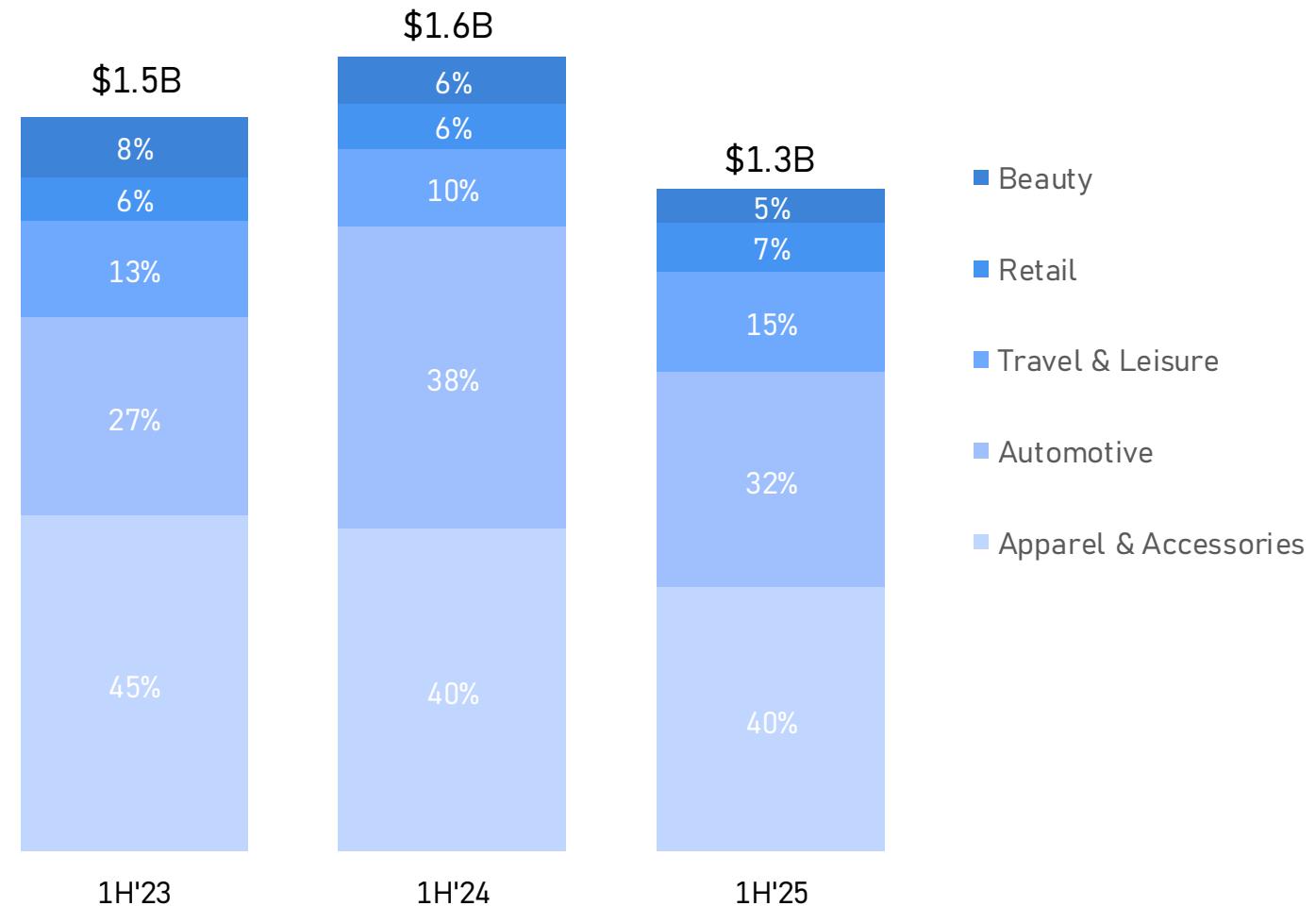
- Apparel leans heavily into print (57% share), while Auto focuses on linear (54%)

**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

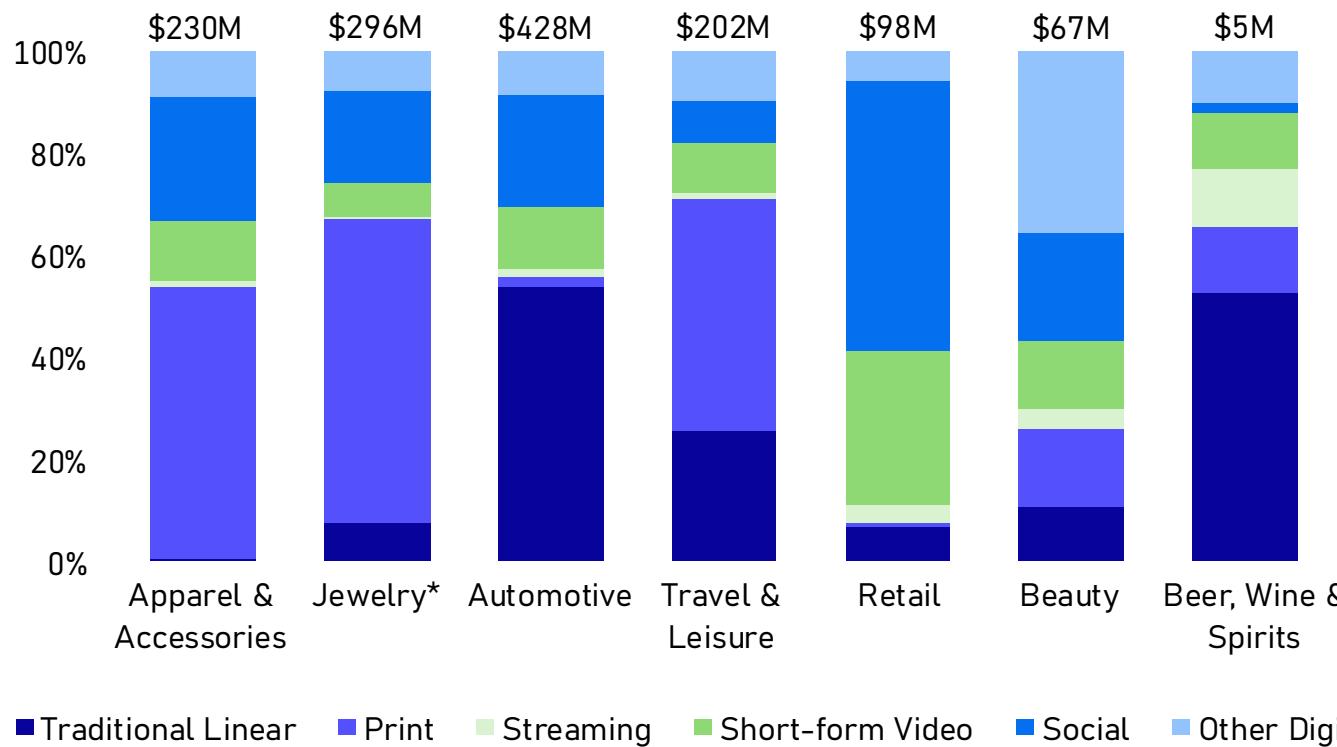


Marketplace

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

### Top Luxury Sub-Category Media Mix

1H '25



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

### Luxury Level

#### Top Channels

#### Ultra High-End

Print	Other Digital
69%	22%
94% w/o Auto	4% w/o Auto

#### Super Premium

Print	Social
57%	30%
82% w/o Auto	6% w/o Auto

#### Core Luxury

Print	Linear
41%	26%
65% w/o Auto	5% w/o Auto

#### Affordable Luxury

Linear	Social	Print
25%	24%	18%
16% w/o Auto	27% w/o Auto	24% w/o Auto

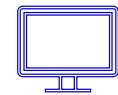
# Luxury NBCU Spend

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*

## 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*



## 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*



## 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.

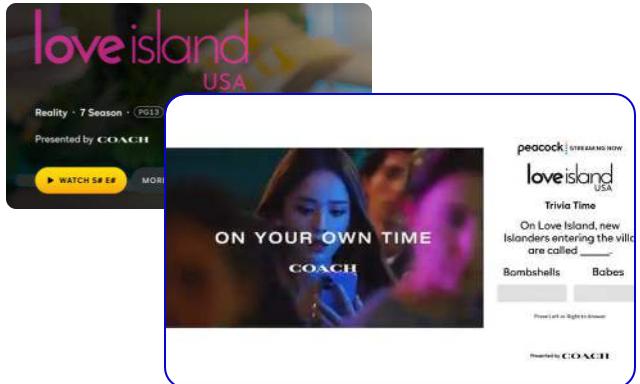
## NBCU Spotlight



### 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



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NBCUniversal

# Thank You

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