

STAT: LUXURY SPEND IS FLOURISHING IN INDIA'S TIER II CITIES

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Consumers in India's tier II cities are keen to splash their cash on high-end fashion, cars and electronics, according to an analysis of 600 luxury goods retailers in India by **American Express**.

Overall, luxury spending in India grew by 4% between 2013 and 2018, with luxury spending in tier II cities in particular growing at a rate 30 times greater than in tier I locations.

According to the report, spending by women in cities such as Chandigarh, Jaipur, Ahmedabad was focused on luxury fashion boutiques, while men – shown to account for 78% of luxury spending in India – spent their money on high-end hotels and cars.

With India's emerging middle class, luxury goods brands have an opportunity to explore the diversity and desires of consumers across its micromarkets. For more, explore our dedicated market **State of Luxury: India**.