From store market share to CRM enrichment

The power of payment data

Mastercard is a global technology company that empowers the digital economy and provides anonymized, aggregated data insights to help partners grow

Our global payment network

3.2 B
Cards

150 M
Acceptance locations

220+
Countries

159 B
Transactions

$10 T
Volumes

Transformed into actionable data insights

- Lifestyle and customer loyalty insights
- Local and global data
- Near real-time information
- Online and instore data
- Anonymized and aggregated data

The analysis includes spending data of the last 5 years, across channels, geography and categories

TIME	CHANNELS	CUSTOMERS	CATEGORIES
2019-2024	INSTORE	ITALIAN	FASHION & APPARELS
		GLOBAL	+
	eCOMMERCE	ITALIAN	JEWELRY & WATCHES

1. Transactions made through other card schemes (e.g., domestic schemes like Union Pay for Chinese customers) are not included in the analysis

To define the scope of luxury spending, we included a pool of 200 renowned luxury brands and other luxury merchants with an average transaction value >€3,000.

LUXURY BRANDS

(not exhaustive)

ALBERTA FERRETTI, AUDEMARS PIGUET, ALEXANDER McQUEEN, ANTONIO GRIMALDI, ARMANI, BALMAIN PARIS, BALENCIAGA, BALLY,
BOTTEGA VENETA, BRUNELLO CUCINELLI, BRUNA ROSSO, BIANCHET, BVLGARI, BURBERRY, Brioni,
Cartier, roberto cavalli, CHANEL, Chloé, chrono24, CELINE, DOLCE & GABBANA,
Dior, ERMANNO SCERVINO, ETRO, DIESEL, FENDI, FRANZ KRALER, DAMIANI, DoDo,
GOLDEN GOOSE, GIGLIO.COM, JACQUEMUS, FERRAGAMO, DSQUARED2, IWC SCHAFFHAUSEN, VACHERON CONSTANTIN GENÈVE,
GIVENCHY, LOEWE, HERMÈS, Luisa Spagnoli, JIL SANDER, GUCCI, Exclusive Juwelen Haasmann, OMEGA,
LUISAVIAROMA, MISSONI, MONCLER, Loro Piana, LOUIS VUITTON, MAX&Co., RICHARD MILLE, TUDOR,
MaxMara, MARELLA, MAURO BLASI, miu miu, ROLEX, RINASCENTE, PATEK PHILIPPE GENEVE,
MYTHERESA, MOSCHINO, PRADA, SAINT LAURENT, TOD'S, TIFFANY & Co., PANERAI,
STELLA McCARTNEY, STONE ISLAND, TOM FORD, TRUSSARDI, Vestiaire Collective, Pomellato, Van Cleef & Arpels,
YOOX, VALENTINO, VERSACE, Vivienne Westwood, WOOLRICH, ZEGNA, DAVID YURMAN

OTHER MERCHANTS

>3,000€

AVG TICKET

Agenda

01

Overview of Luxury market in Italy

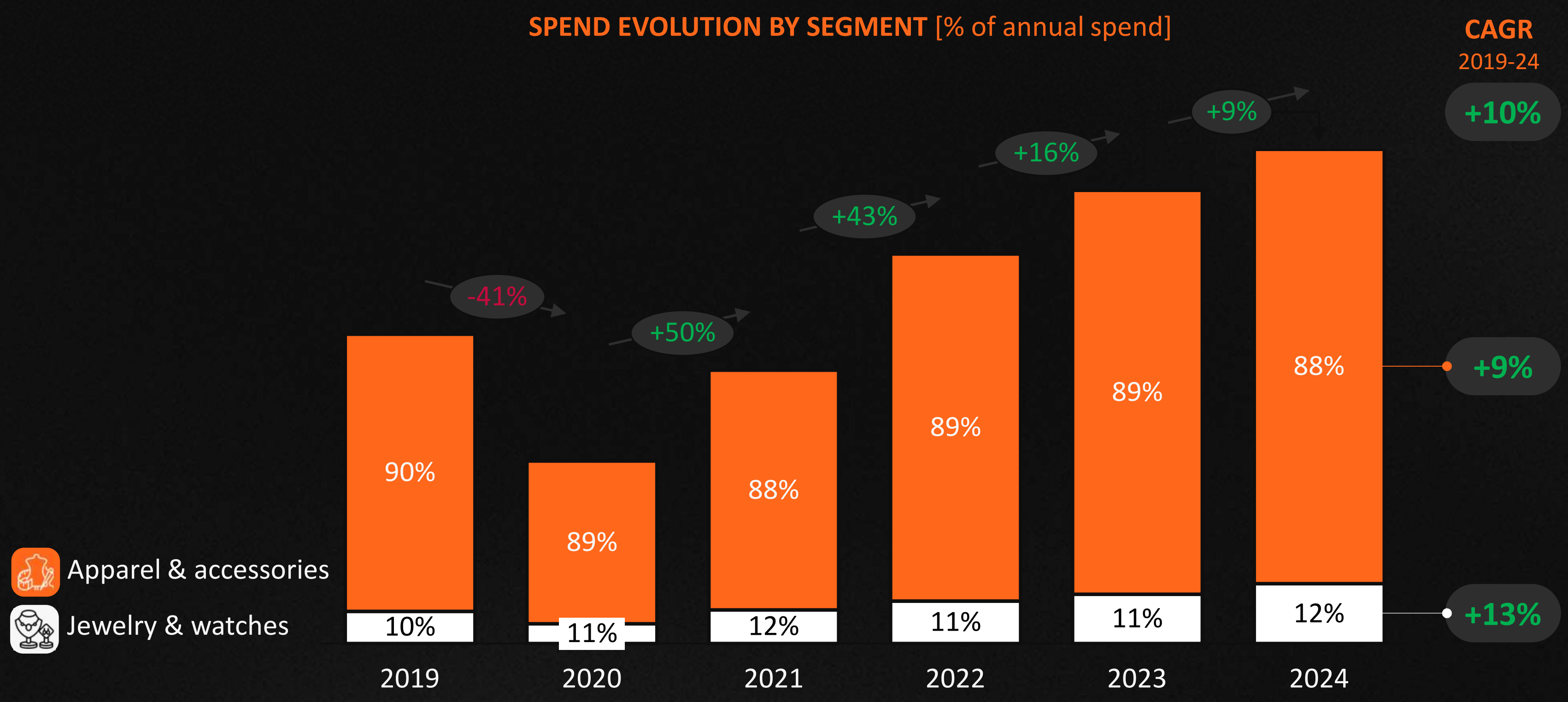
02

Map of Spending Habits

03

Customer Segmentation

Strong growth of the luxury market after Covid-19 until 2023, where luxury growth slowed significantly



Source: Mastercard data, 2019-2024, Instore and eCommerce

Luxury spending growth has been driven by increased penetration and higher average ticket value, while purchase frequency has remained stable

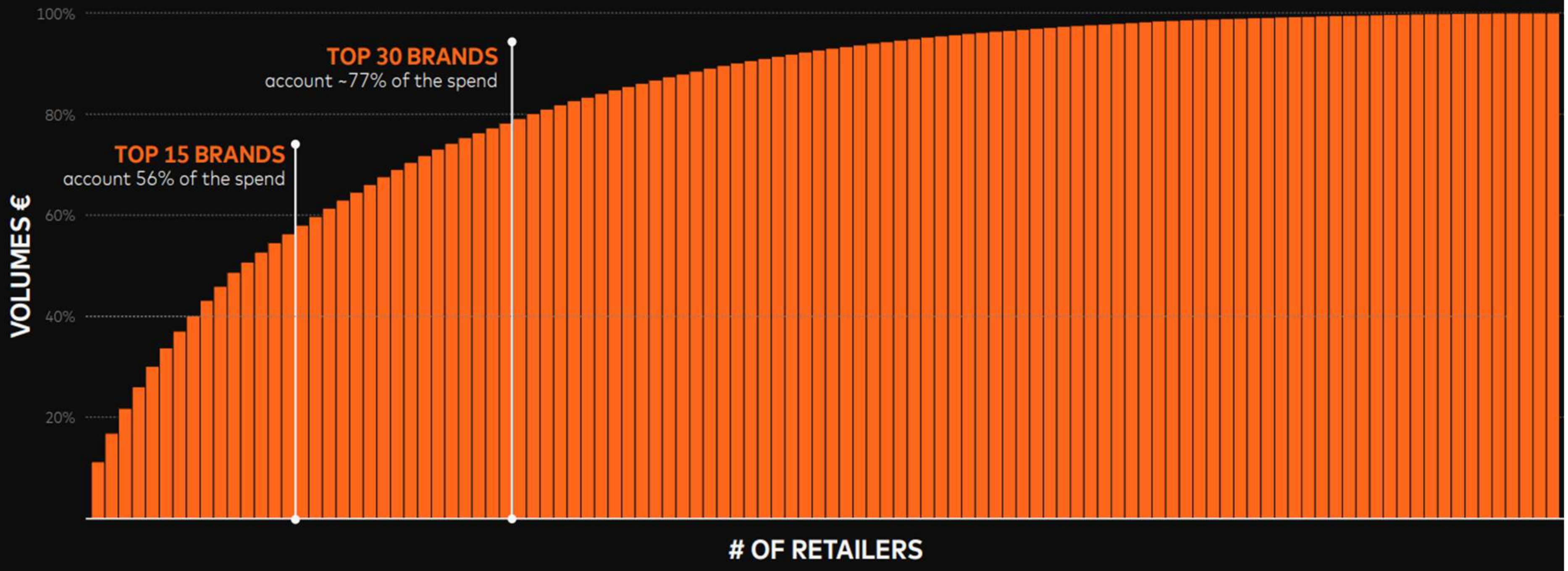
+10%
CAGR 2019-24

	2024	CAGR 2019-24
# of cards	2,2M	+6%
Avg Ticket	569€	+4%
Frequency	1,7	-

Source: Mastercard data, 2019-2024, Instore and eCommerce

Luxury market is fairly concentrated with the top 15 Retailers accounting for 56% of the spend in 2024

MARKET CONCENTRATION [cumulative distribution of 2024 spend by retailer]

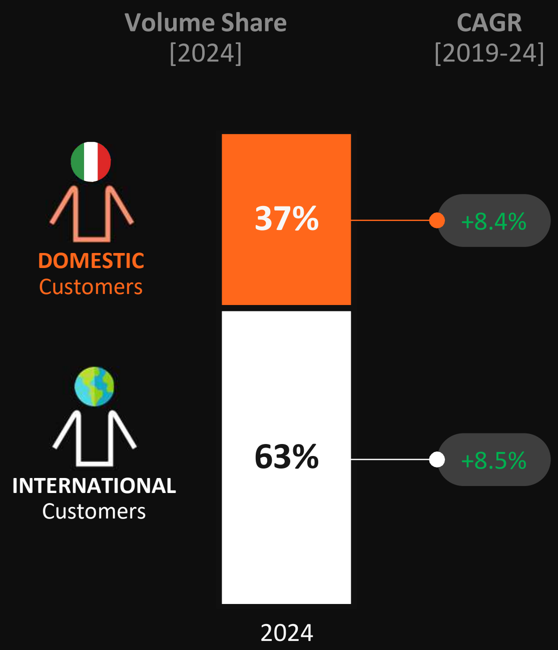


Source: Mastercard data, 2019-2024, Instore and eCommerce

Map of spending habits

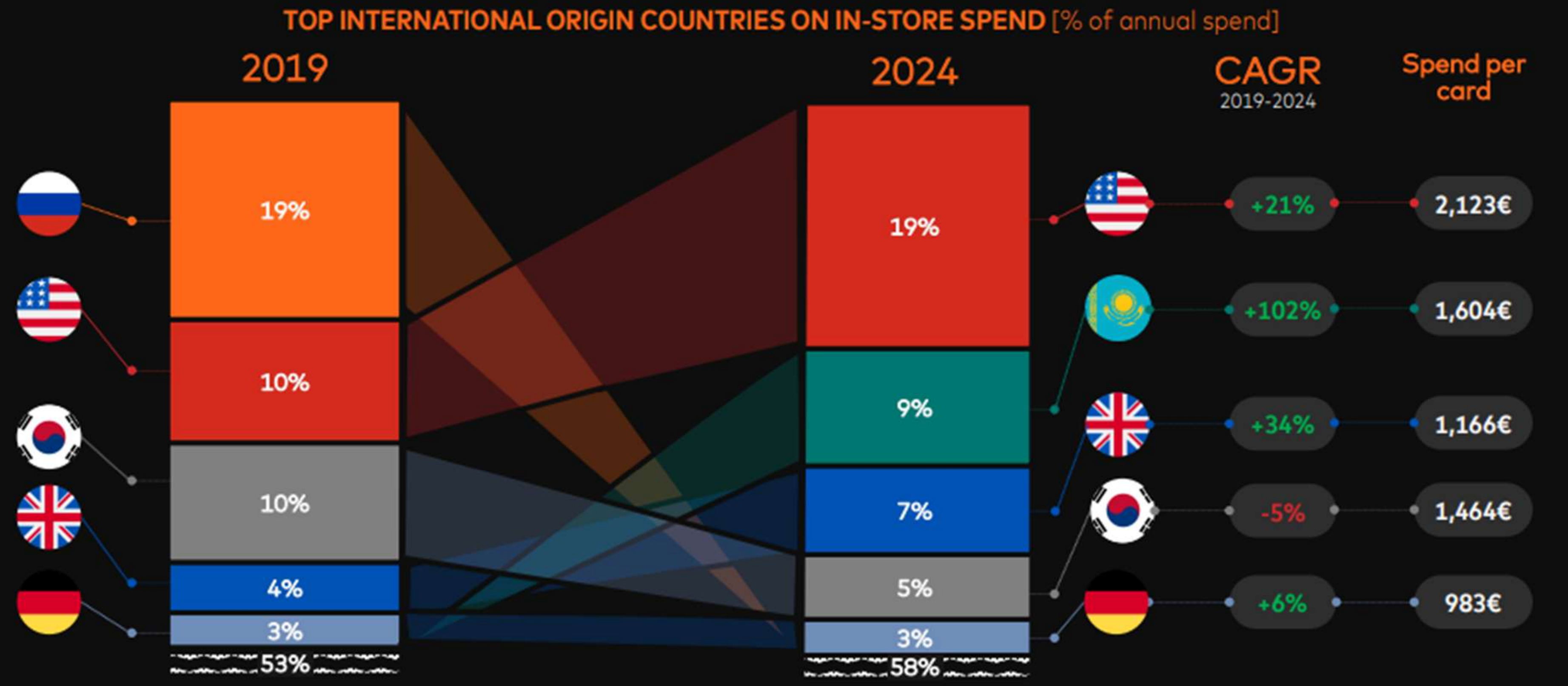
International customers account for almost 2/3 of total in store sales, driven by an average spend per card 3x vs Italians and strong propensity towards Absolute luxury brands

IN-STORE SPEND BY CARDHOLDER ORIGIN



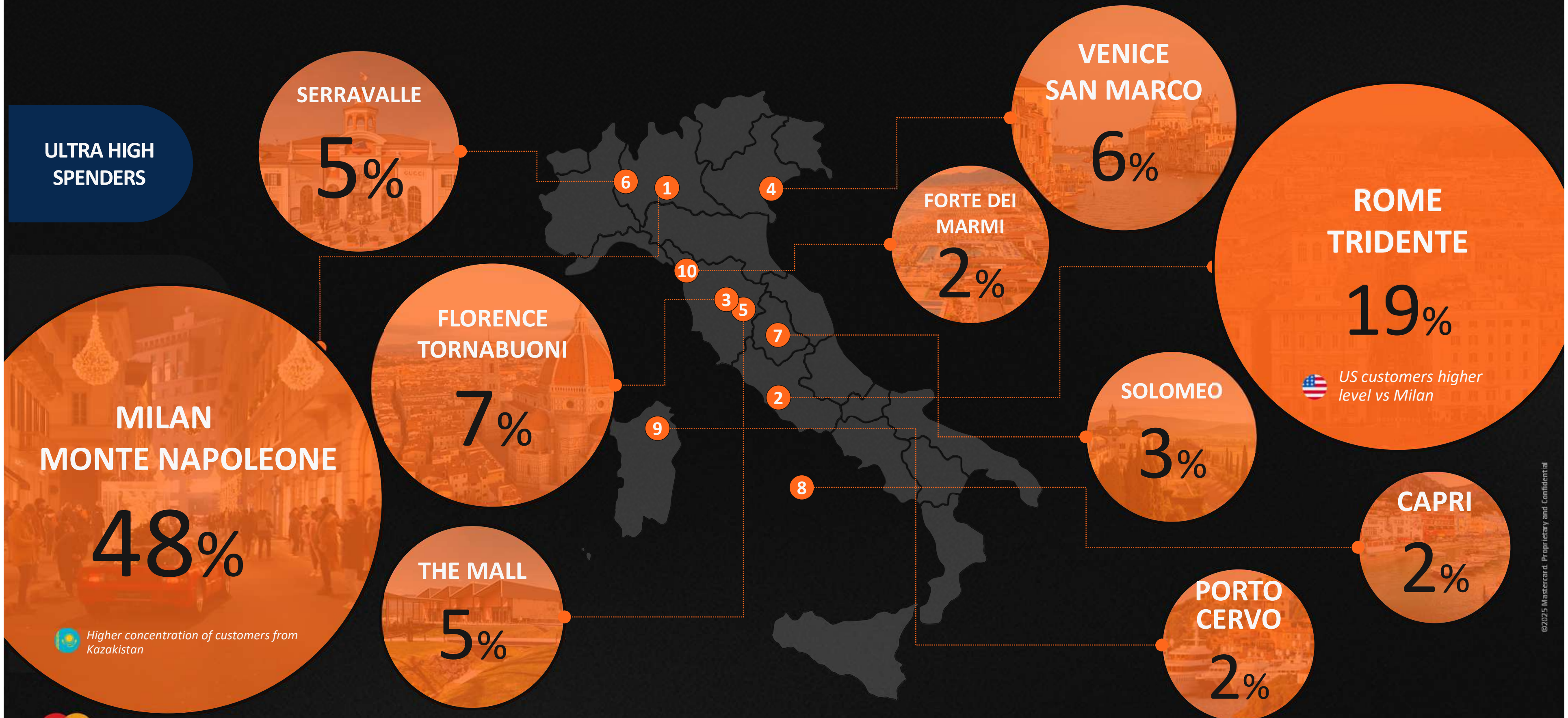
Source: Mastercard data, 2019-2024, Instore only

Mix of tourists between 2019 and 2024 has changed due to economic and geopolitical context, with KAZ, US and UK showing the greatest growth rates (on MC data)



Source: Mastercard data, 2019-2024, Instore only, international cards only

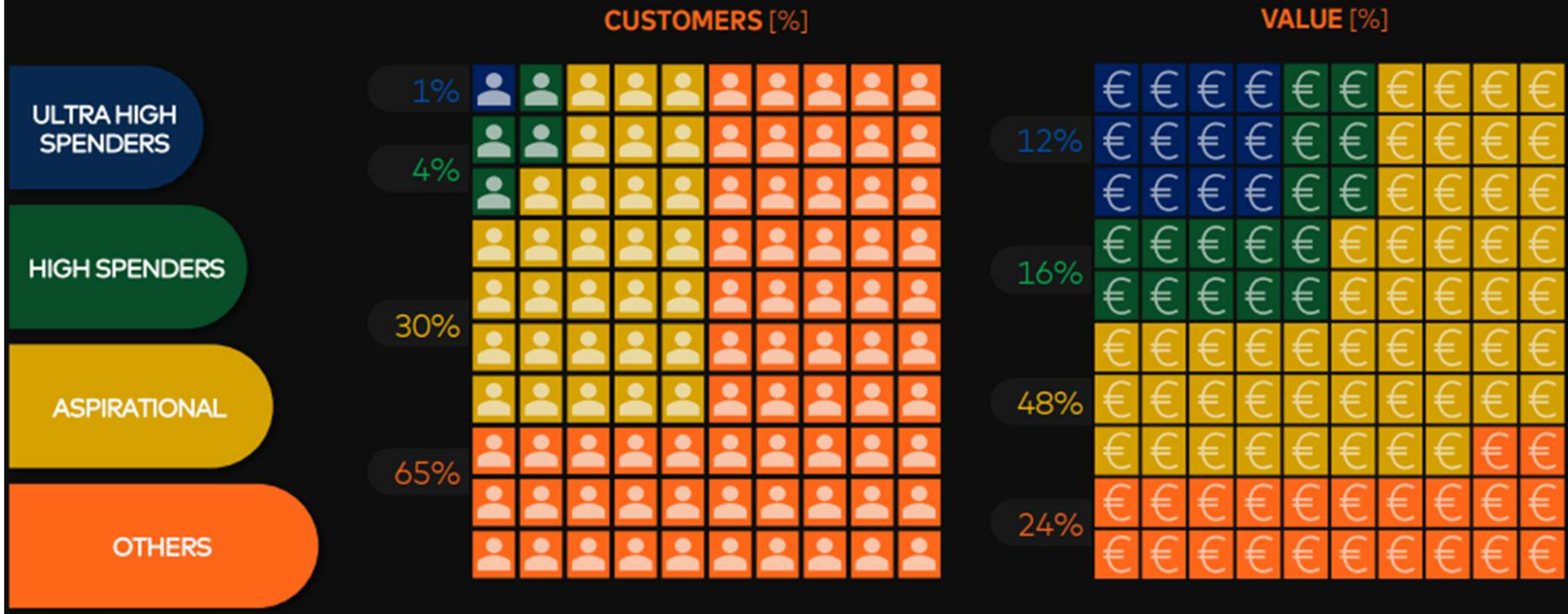
Deep dive on top clients: almost the half of the elite clients spend in the top cities is made in Milan Montenapoleone



Source: Mastercard data, 2024, CP, international cards


Customers segmentation
Focus on Italian customers

Italian customers segmentation based on contribution to luxury spending value



Source: Mastercard data, 2024, Instore and eCommerce, domestic cards

Ultra high customers not only spend a higher share of their spending power in luxury, but they also shop frequently than other clusters

	YEARLY **SPENDING** IN LUXURY (€)	LUXURY **ON OVERALL** SPEND (%)	YEARLY **TRANSACTIONS** IN LUXURY (#)
ULTRA HIGH SPENDERS	22.5K	35%	15
HIGH SPENDERS	5.4K	22%	7
ASPIRATIONAL	1.3K	11%	3
OTHERS	<500	6%	1

Source: Mastercard data, 2024, Instore and eCommerce, domestic cards

Loyalty

Ultra high clients are not loyal to specific luxury brands, while high customers show strong loyalty levels

HIGH SPENDERS

41%
of the high customers have made more than **60%** of their **transaction** in only **one brand**

25% of the high customers have made more than **80%** of their transaction in only 1 brand

28%
of the high customers have made more than **60%** of their **transaction** in only **one brand**

ULTRA HIGH SPENDERS

41% of high customer have made more than 60% of their transaction in only 1 brand, ultra high customers does not reach this loyalty levels

Source: Mastercard data, 2023-2024, Instore and eCommerce, domestic cards only

Thank you!

Sara Bertone,
Business Development Manager
Sara.bertone@mastercard.com
+41 78 235 19 74

Frederick Van der Lugt,
Managing Consultant
Frederick.vanderlugt@mastercard.com
+41 (44) 2258737