

Global Shopper

Connections 2



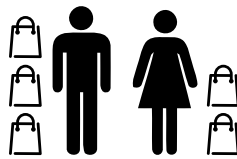
JCDecaux OneWorld
Your world connected

Luxury Accessories

8 out of 10

Global Shoppers have bought Luxury Accessories when travelling abroad

Men tend to spend slightly more than women



China, the UAE and Japan are the top 3 spending nations

59%

of the budget is spent in the city



Top 3 shopping destinations are USA, Italy and France



82%

of Global Shoppers buy Luxury Accessories for themselves



98%

of Luxury Accessories shoppers pay attention to OOH campaigns

