

The State of the Luxury Market in Africa 2026



LUXITY

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Introduction

Welcome to the ninth edition of The State of The Luxury Market Africa Report by Luxity, Africa's premier pre-owned luxury reseller. Luxury attention is reaching beyond the usual names. Smaller watches are gaining ground, familiar handbag families are moving in different price

directions, and pre-owned luxury still offers accessible entry points. This edition follows interest and pricing through Luxity's data, with international resale reports as context. It retains the annual resale-value map, brand and category rankings, and Chanel-versus-gold comparison.

Past editions of The State of the Luxury Market in Africa

[The State of the Luxury Market in Africa 2025](#)
[The State of the Luxury Market in Africa 2024](#)
[The State of the Luxury Market in Africa 2023](#)
[The State of the Luxury Market in Africa 2022](#)
[The State of the Luxury Market in Africa 2021](#)
[The State of the Luxury Market in Africa 2020](#)
[The State of the Luxury Market in Africa 2019](#)
[The State of the Luxury Market in Africa 2018](#)

*all interest, search, web traffic, resale and value of luxury brand index data provided by Luxity, Africa's largest source for pre-owned luxury.

A Wider Luxury Shortlist

2026 has been a year of contrasting fortunes for luxury brands, with consumer demand shifting significantly across the market.

While some established brands have experienced declining popularity, others have enjoyed breakout success, outperforming historical trends and expectations. This divergence has been equally evident in the pre-owned luxury market, where changing consumer preferences have driven a decline in demand for certain brands while propelling others to new heights of desirability and growth.

Loewe more than doubled its share of attention. Its share of brand search interest rose from 0.30% to 0.72%, a 139% relative increase. It remains a small part of the overall picture, but its movement is one of the clearest discovery stories of the year.

Hermès made the largest gain in percentage points, climbing from 1.52% to 2.25%, or 48% in relative terms. Browns adds a distinctly local name to the story: its share rose from 0.28% to 0.49%, up 77%.

+2.25%
from 2025
1.52%



+48%
Hermès

Largest Gain
in Percentage Points



+77%
Browns

Local Outlier

+0.49%
from 2025
0.28%

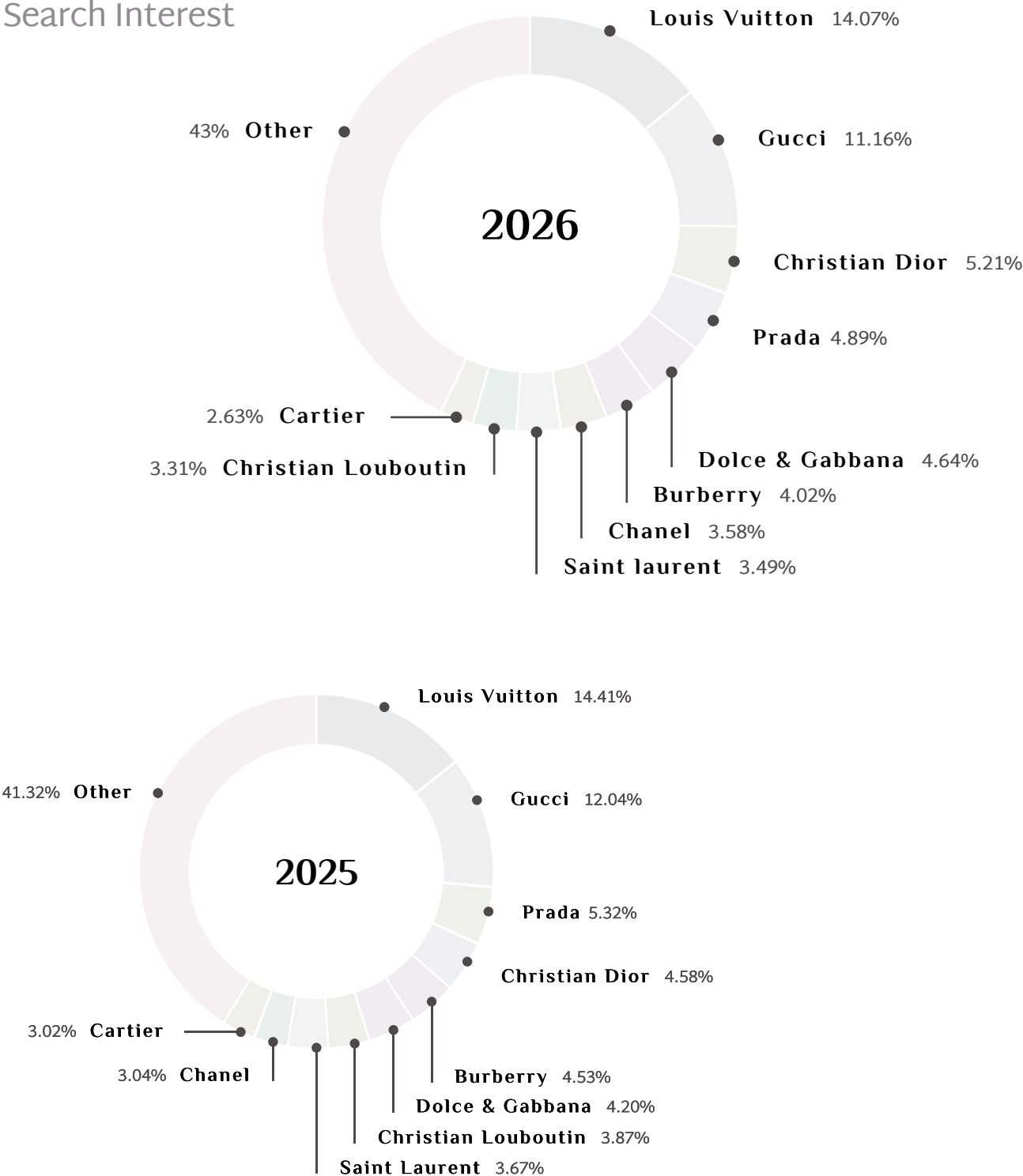
The International Echo

The RealReal's 2026 report also flags rising attention to Loewe and Miu Miu, with saved searches up 88% and 96%. Luxity's corresponding share gains were 139% and 14%. This highlights how some trends cross border, while others don't translate as noticeably.

Rising Attention Gain



Top 10
Search Interest



The Familiar Names Still Lead

Louis Vuitton and **Gucci** remain the leading names in brand search interest. Below them, the order is changing: Dior ranks third, Chanel climbs from ninth to seventh, and Dolce & Gabbana moves from sixth to fifth.



The top ten account for **57%** of brand search interest, down from **58.67%**. More attention is reaching the brands outside that group, although the leading names still command most of it.

Chanel's share rose from 3.04% to 3.58%, an 18% relative increase. Dolce & Gabbana rose from 4.20% to 4.64%, up 10%.

These are changes in share of attention, not changes in the number of people searching.

Search Concentration of Top 10 Brands

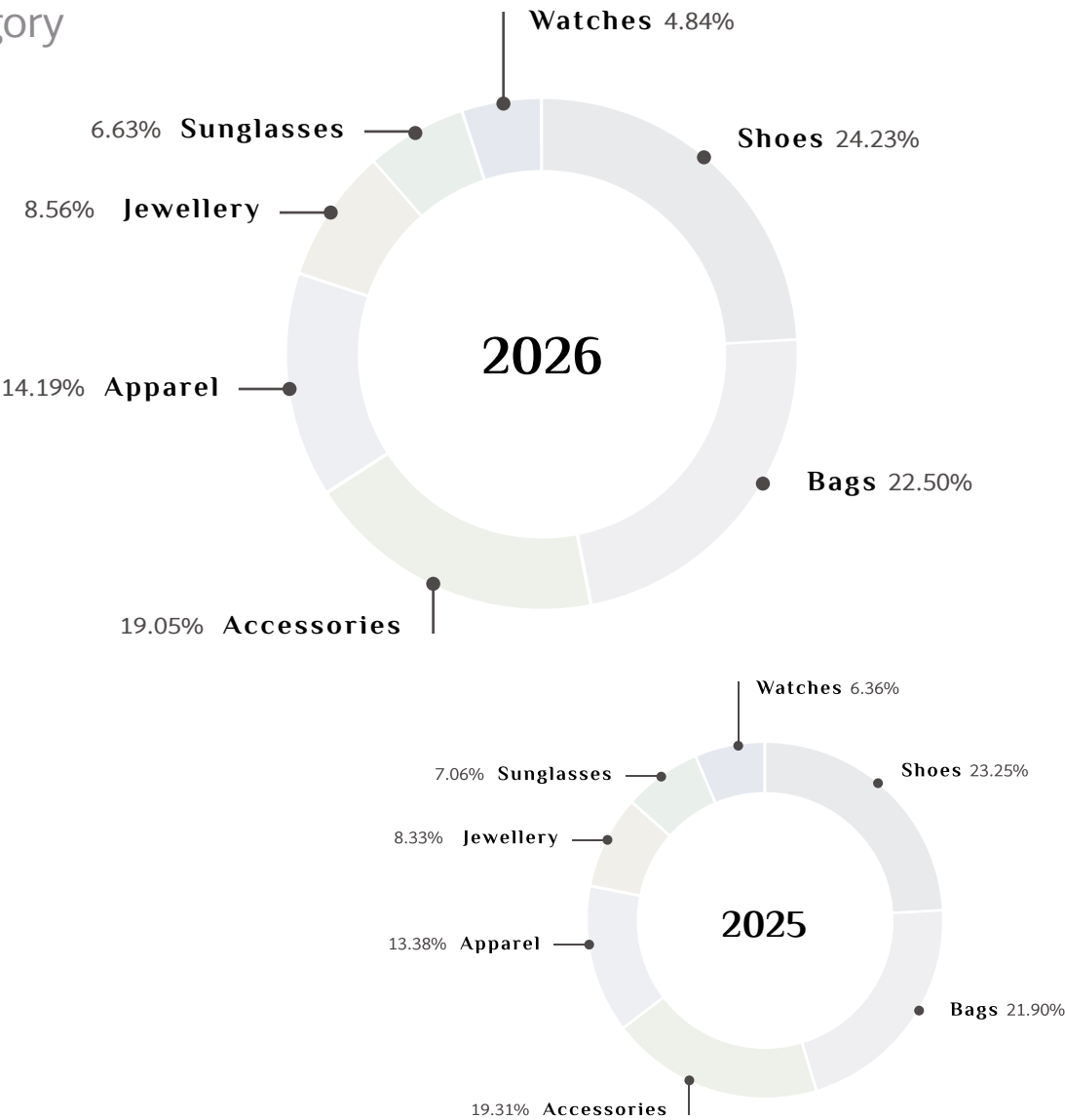




Category Interest Has Its Own Rhythm

Shoes and bags remain the first stops, together accounting for **46.72%** of category search interest, up from **45.15%**. The result adds an everyday fashion perspective to the attention around watches and collectible handbags. ^[1]

Search Interest by Category

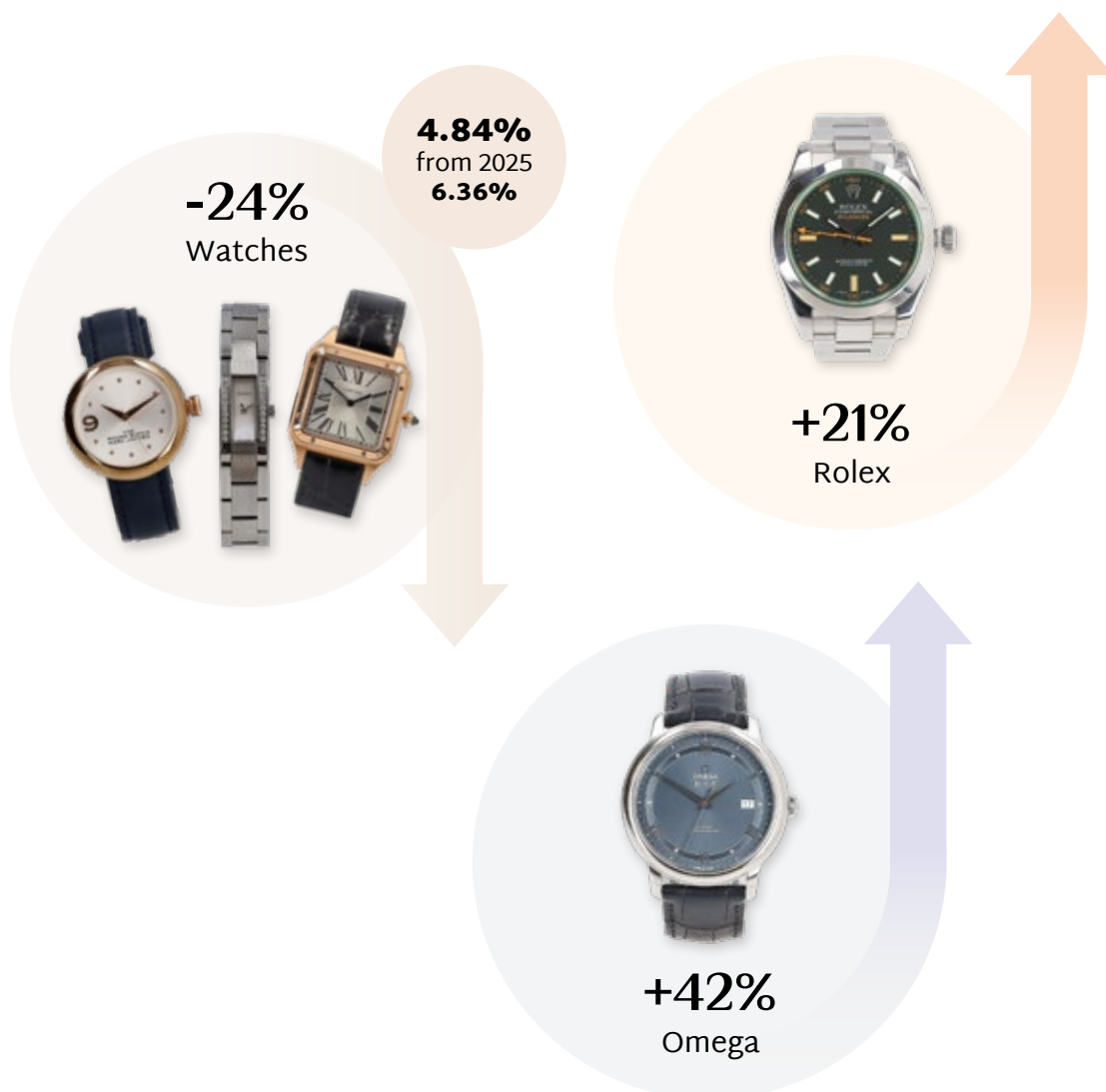


The Watch Contrast

The Watches category's share of category interest fell from 6.36% to 4.84%, a 24% relative decline. Yet Omega and Rolex gained 42% and 21% in their shares of brand interest. A popular watch name and the broader watch category can tell different stories.

This makes the route into discovery worth watching. The data does not establish that people switched from category browsing to brand browsing, but it does show why a single headline about a watch boom would miss part of the picture.

Watches Category Share



The Value of Luxury Brands in 2026

Rolex sits close to its estimated new-retail benchmark at **95.1%**. Louis Vuitton stands at **65.8%**, Cartier at **69.1%**, and Chanel at **58.0%** across their respective product mixes. The familiar resale map shows both the price level and the proportion of retail represented by pre-owned prices.

Hermès This Years Standout

Driven by the strong performance of its highly sought-after handbags, which continue to command significant premiums, Hermès has achieved an overall resale value of 119.8% of retail in 2026. However, this impressive performance is not representative of the brand's entire product range, with a median resale ratio of just 68.2%. This disparity highlights the importance of looking beyond brand recognition when investing in pre-owned luxury, demonstrating that careful curation and product selection are often more important than the brand itself in determining resale value.





The Crown of Luxury Brands

The annual category crowns reward the highest catalogue resale-to-retail ratios among the brands eligible for each comparison. This puts handbags beside handbags and watches beside watches, while retaining selected notable names with thinner samples.

Different Categories Produce Different Leaders

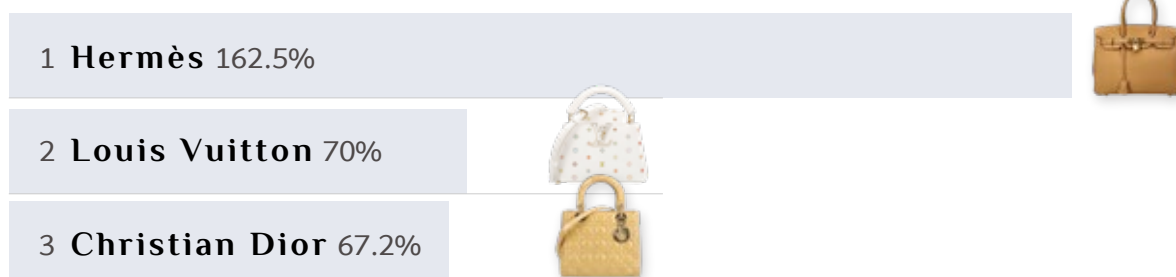
Cartier leads the qualifying jewellery comparison, while Balenciaga, Burberry and Dior are closely grouped in shoes. Gucci leads wallets and accessories. A whole-house reputation does not tell the full story of every category.

Hermès handbags are an exceptional collector segment here. Their 162.5% weighted ratio describes a limited, unusually valuable mix; it is not a promise for every Birkin, Kelly or Hermès purchase. Rebag's 2025 report also identifies premiums in specific Hermès models, including the Kelly Mini II at 282% of retail.

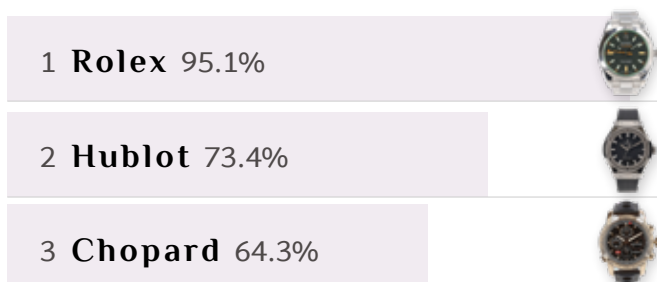


Top Brands by Category with the Highest Resale Value*

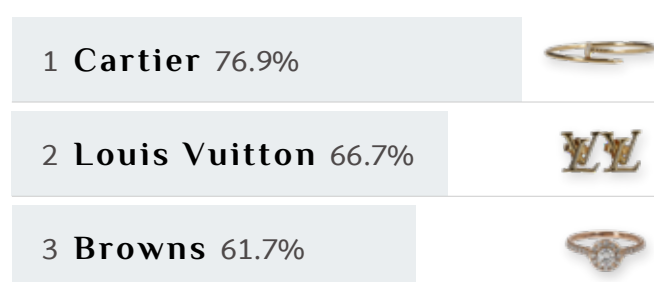
BAGS



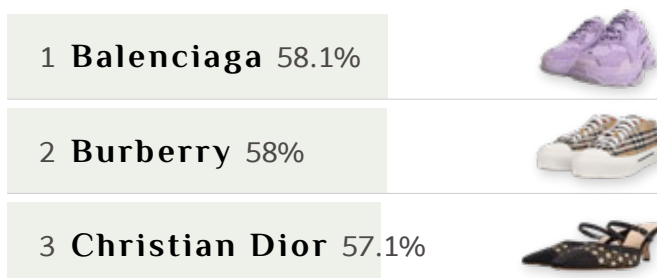
WATCHES



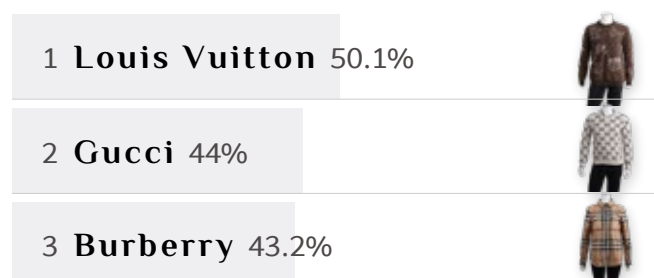
JEWELLERY



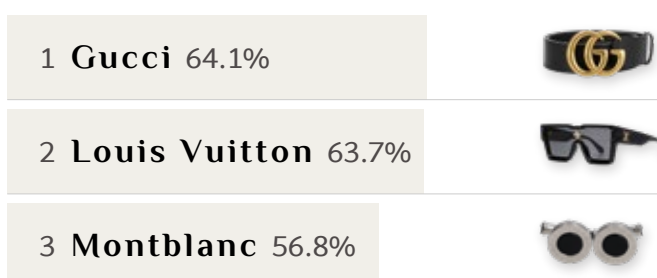
SHOES



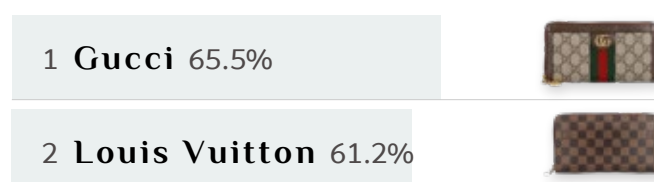
CLOTHING



ACCESSORIES



WALLETS



Where Resale Ratios Moved

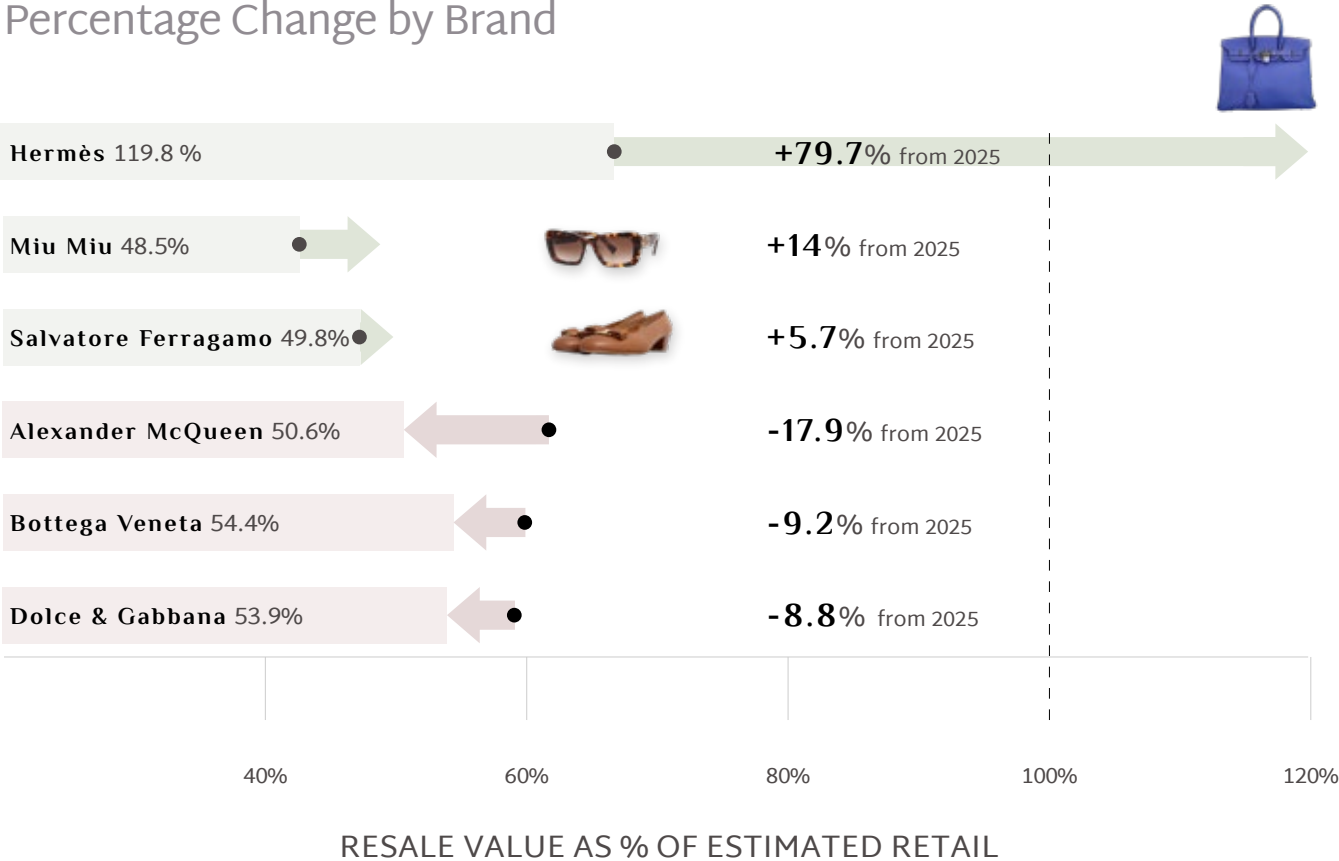
Miu Miu gained both attention and a stronger resale ratio. Its catalogue ratio rose from **42.6%** to **48.5%**, a gain of **6.0 percentage points**, alongside a 14% increase in its share of brand interest. Salvatore Ferragamo’s ratio also improved, from 47.2% to 49.8%.

Attention can rise while the price ratio falls. Dolce & Gabbana gained share of search interest, but its resale-to-retail ratio

moved from 59.1% to 53.9%. Alexander McQueen and Bottega Veneta also recorded lower ratios. More curiosity does not automatically mean stronger pricing against retail.

Hermès shows the largest change in this selection, driven heavily by the mix of scarce bags. It belongs in the annual comparison with that explanation attached.

The Year-on-Year Shift, Percentage Change by Brand





Popularity Does Not Set the Resale Price

Louis Vuitton and Gucci attract the largest shares of brand interest, but Rolex stands higher on the resale-to-retail measure. Browns combines a relatively small share of attention with a 61.7% catalogue ratio.

For a shopper, this is a useful reminder to look beyond the most visible logo. Brand interest measures curiosity.

Resale value also reflects the kind of product, its condition, its retail benchmark and how scarce particular models are.

The map does not label brands as overpriced or underpriced. It shows why a brand's popularity and the price of an individual piece deserve separate questions.



Value vs Hype

Popularity and resale value tell different stories



Handbag Icons Move at Different Speeds

The Louis Vuitton Neverfull MM tote reached a median paid price of R28,000, up from R25,000. Gucci Marmont moved in the other direction, from R25,000 to R22,000. Both are 12% moves, illustrating how differently familiar bag families can behave.

Change in
Percentage Points



Condition and the Price Choice

Among genuine Neverfull MM totes, very-good condition bags had a median paid price of R24,500 versus R28,000 for those in excellent condition, a 12.5% lower entry price. This is a small matched sample and an illustrative comparison; material, age and accessories also vary.



Smaller Watches Gain Ground

Among watches with usable round-case measurements, the share up to 34 mm rose from 35.0% to 43.8%. That is a **25% relative increase in share**, or 8.8 percentage points.

Share of watches with usable case sizes



Chrono24 and Fratello's H1 2025 report describes a stronger role for dress watches and Cartier among younger buyers. The smaller-case movement at Luxury is compatible with that broader style conversation.

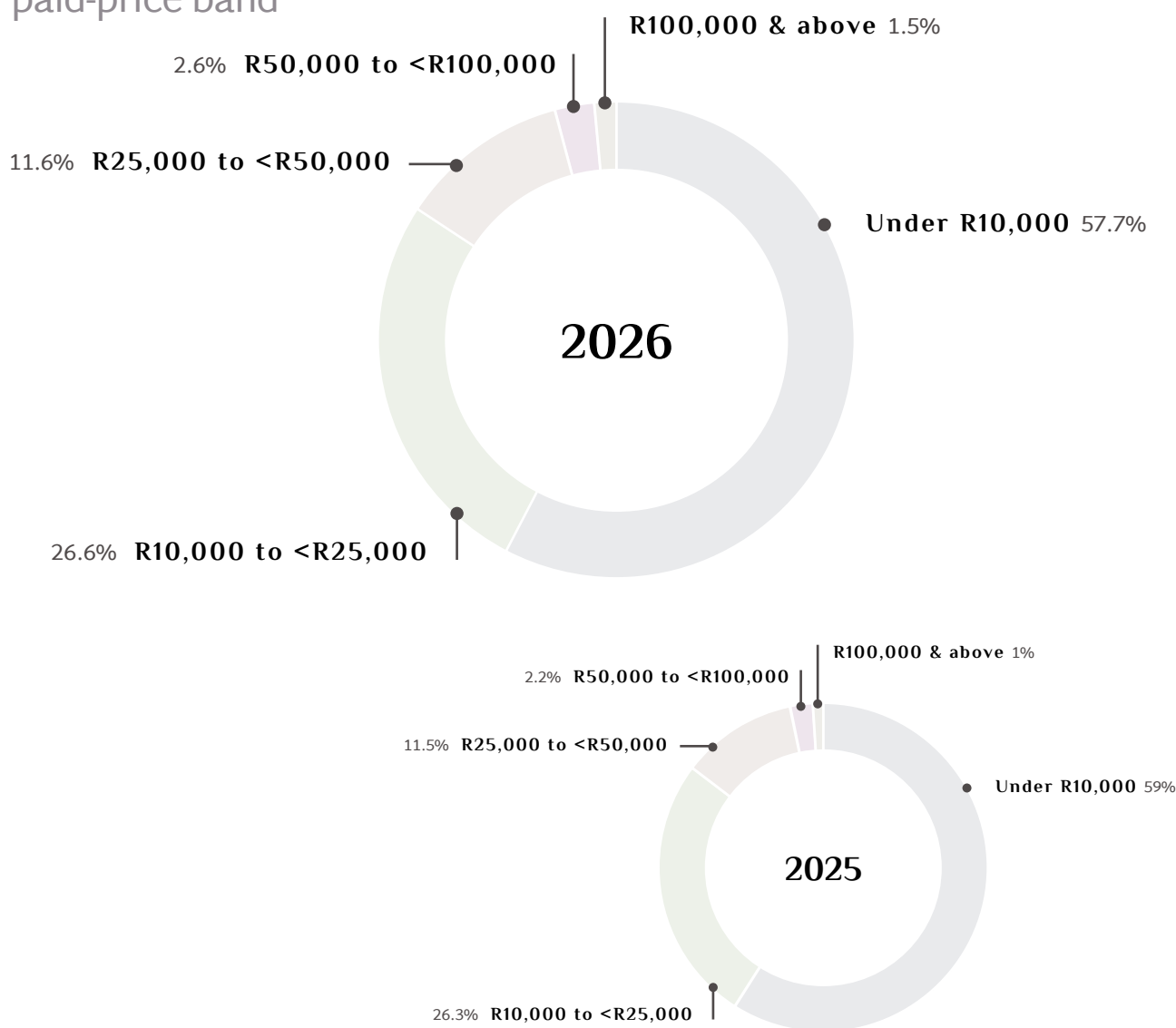
The brand-interest picture adds another angle: Omega's share rose from 0.99% to 1.41%, while Rolex moved from 2.03% to 2.45%. The local watch story combines changing proportions on the wrist with continued attention to established watchmakers.



Luxury Keeps An Accessible Entry Point

R8,000 remained the median paid price across the pre-owned mix, unchanged year on year. And 57.7% of purchases were below R10,000. The collector end of luxury is only part of the resale story.

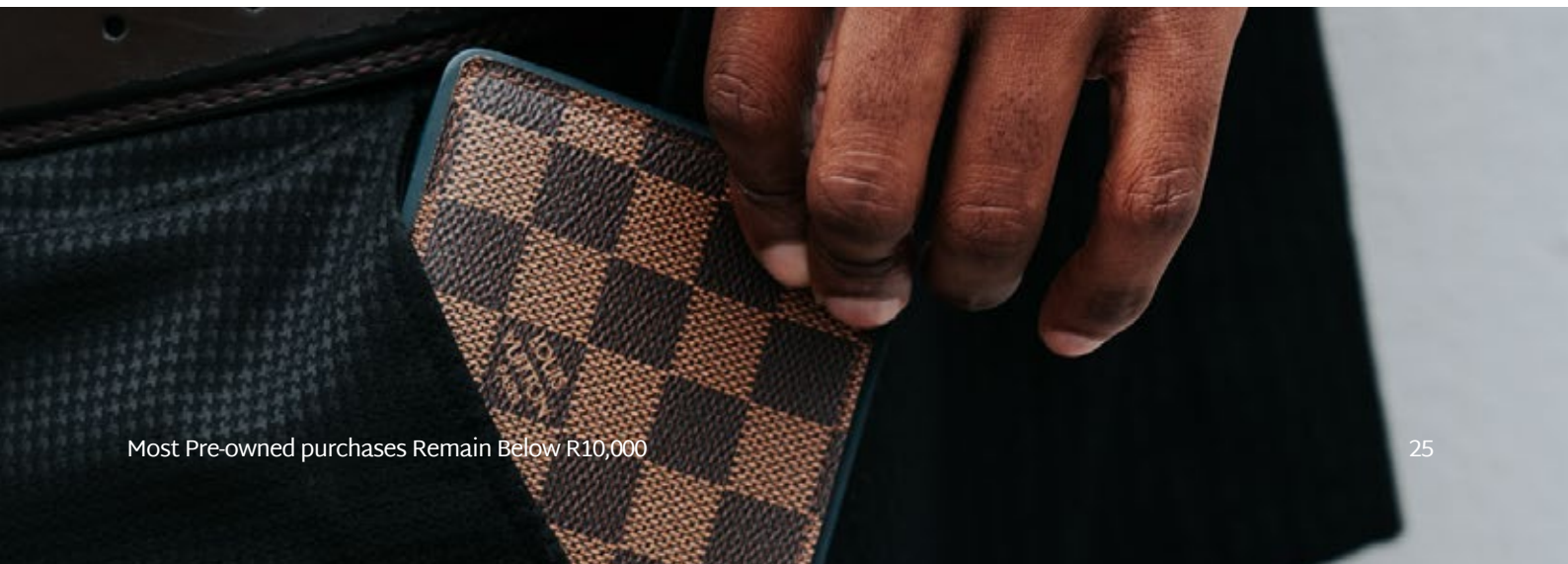
Share of purchases by paid-price band



Most Pre-owned Purchases Remain Below R10,000

Wallets increased their share of purchases from 2.7% to 3.5%, a 32.5% relative gain, while their median paid price stayed at R7,000. Jewellery's share rose from 3.3% to 3.9%, up 17.4%, with its median moving from R8,000 to R9,000. These are changes in the mix bought, rather than measures of national market growth.

In Vestiaire Collective and BCG's 2025 community survey, affordability was a leading motivation. Luxury's price distribution provides a local affordability perspective, without claiming to establish shoppers' motivations.



Chanel Price Growth vs Gold

Gold outpaced the Chanel Medium Classic Flap's US retail-price growth this year. Across matching June-end dates, gold rose 23.0% in dollar terms and the bag's US list price rose 8.3%, a difference of 14.7 percentage points.

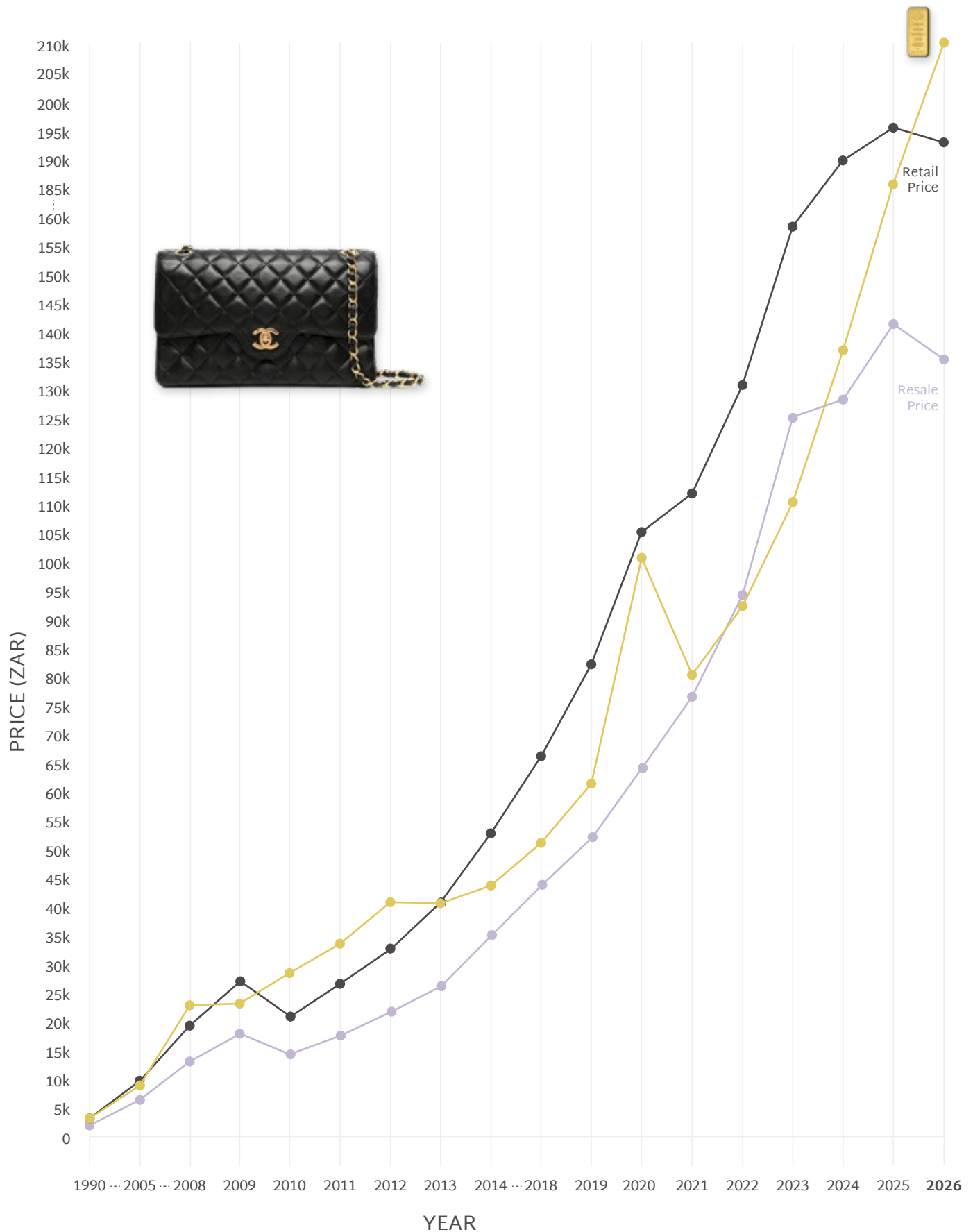
The bag's price rose from \$10,800 to \$11,300 in August 2025 and to \$11,700 in April 2026, based on dated price-change reports. Gold's daily close moved from \$3,264.03 to \$4,015.51 per troy ounce between 30 June 2025 and 30 June 2026.

From a South African perspective, however, we observed a decline in the rand-denominated prices of both new and pre-owned Chanel flap bags, largely driven by the strengthening rand. This highlights the interesting dynamics of luxury handbags as a potential currency hedge: while they may offer protection against rand depreciation, a strengthening local currency can conversely reduce their value in rand terms.



Investment Value* Chanel Medium Classic Flap

*resale value based on the average resale value across conditions



International Trends Through A Local Lens

International resale reports provide useful clues, but their most dramatic headlines do not all travel intact. The comparisons below connect themes while keeping each platform's measure visible.

Brand Discovery

+88% The RealReal 2026:
saved searches for Loewe

+139% Loewe share of brand interest
0.30% to 0.72%

Same direction;
different interaction and window.



The Comeback Bag

+525% FASHIONPHILE 2025:
Le City sales

-19% Balenciaga brand-interest
share 2.50% to 2.02%

Model success and house-wide
attention can diverge.

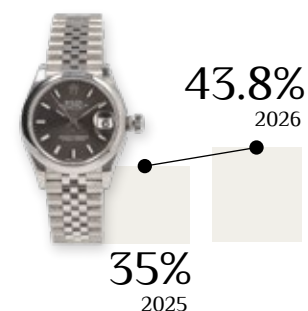


Watch Style

Chrono24 H1 2025: stronger
dress-watch and Cartier presence.

+8.8_{pp} Up-to-34 mm share of
measured watches
35.0% to 43.8%.

Related style direction;
case size does not reveal age.





The Clearest Contrast is Balenciaga

FASHIONPHILE's striking Le City sales growth sits alongside a decline in Balenciaga's overall share of Luxury brand interest. A single model's comeback can coexist with a lower share of attention for the house as a whole.

The Names & Signals to Watch

Loewe and Browns bring smaller names into the conversation

Both gained share of attention from modest starting positions. Their next test is whether that attention persists across more periods and a wider product offering.

Omega and smaller watches merit separate attention

Omega gained brand-interest share; smaller cases gained share within measured watch purchases. The evidence does not establish that these are the same buyers or products.

Hermès requires model-level reading.

Rising interest and scarce-bag premiums are visible, but its exceptional pieces should not define expectations for every item carrying the name.

Value still starts at attainable prices

The unchanged R8,000 median and the continued majority of purchases below R10,000 keep the affordability story relevant alongside collectible bags and watches.

Miu Miu has two signals moving together

More search-interest share and a stronger resale-to-retail ratio make it worth following. Neither measure promises future price appreciation.



The picture for 2026 is a broader shortlist and a more varied set of price outcomes. Consumers can find both familiar icons and less visible names in resale, but the model, condition and retail benchmark remain essential to understanding the price.



Sources

Luxity website search interest
Google Analytics brand and category filter selections. July 2025 to June 2026 compared with July 2024 to June 2025. Both years reconstructed consistently; all website visitors included.

Luxity resale and retail benchmark analysis
Completed, retained purchases for the same July-June periods. Supplemented ERP workbook and product-level research register, data snapshot 28 September 2026.

The RealReal 2026 Resale Report
Published 25 August 2026, after the Luxity reporting year. Matched 2026/2025 periods; precise cutoff not specified for every metric. Saved searches are distinct from Luxity filter shares.

FASHIONPHILE 2025 Ultra Luxury Resale Report
2025 report, year-on-year comparisons; exact measurement cutoff not disclosed.

Rebag 2025 Clair Report
Published 10 December 2025. Trailing 12 months, exact endpoints undisclosed. Appraisal-based resale-to-retail metrics.

Chrono24 and Fratello H1 2025 report
Published 22 October 2025. Covers the first half of 2025, with longer historical comparisons.

Browns brand history
The jeweller traces its founding to Johannesburg in 1934.

Vestiaire Collective and BCG
Published 9 October 2025. Survey conducted April-May 2025 among a resale-engaged community; motivations are self-reported.

The RealReal 2025 Resale Report
Published 4 September 2025. Year-on-year comparisons cover January-July 2025 against the same 2024 months.

PurseBop Chanel price change report
Dated 4 August 2025. Reports the Medium Classic Flap US price rising from \$10,800 to \$11,300, the first Classic-line increase since March 2024.

FASHIONPHILE Chanel price changes in 2026
Reports a Medium Classic Flap price of \$11,700 effective 2 April 2026.

Chanel Classic 11 12 handbag
Official current US catalogue, reference A01112, corroborates \$11,700. Observed September 2026, not an archived June page.

GoldPrice gold daily close for 30 June 2025 price change report
US\$3,264.03 per troy ounce.

GoldPrice gold daily close for 30 June 2026
US\$4,015.51 per troy ounce. Same publisher and daily-close convention as the starting observation.

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Sandton

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Cnr Atterbury Road and Lois Avenue
Menlo Park, Pretoria, Gauteng

Gateway - Durban

Upper level, Gateway Mall, 1 Palm Blvd,
Umhlanga Ridge, Umhlanga

V&A Waterfront - Cape Town

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