PROLOGUE

EXECUTIVE INTELLIGENCE BRIEF

European Luxury & Premium Fashion in India

Scale, Consumer, Channels, and the Country-of-Origin Proposition

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Preface and Scope

This paper assesses the Indian market for European luxury and premium fashion: its scale and trajectory, the consumer, the channels of entry, and the standing of the country-of-origin proposition. Italy, the strongest country-of-origin brand in fashion and the European Union's largest fashion-manufacturing economy, is taken as the lead worked example; the analysis applies across the major European fashion economies.

Forward estimates, projections, and growth rates represent Prologue Research estimates, developed from public data and the firm's own analysis. The paper is intended for brand strategy and market-entry teams, and the institutions that work with them. Monetary figures are reported in the source currency.

A note on method. Market-size projections reflect the firm's analysis and are subject to material uncertainty; such figures are identified as estimates. Qualitative assessments represent the firm's considered judgement and are indicative.

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1. Summary

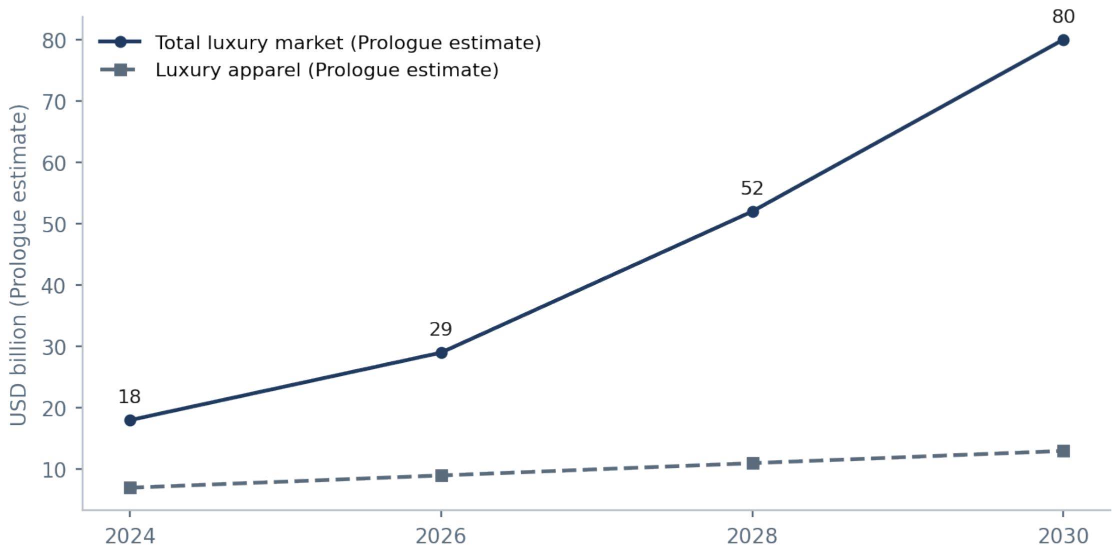
1.1 India's market for luxury and premium goods is expanding from a low base at a pace that warrants the attention of European fashion. Prologue Research estimates the total luxury market at approximately USD 18 billion in 2024, and projects that it may approach USD 80 billion by 2030 on present trends, supported by an affluent population that the firm estimates will expand from around 60 million toward 100 million over the same horizon.

1.2 The timing is consequential. India's market is expanding at a point when growth in other large luxury markets has moderated. The principal asset European houses bring to this market is the standing of their country-of-origin brands — of which made-in-Italy is the leading example — which is not readily replicated by competitors.

2. The Market

2.1 Prologue Research estimates the Indian luxury market at approximately USD 18 billion in 2024, with the luxury-apparel segment at around USD 7 to 8 billion. The projected trajectory to 2030 implies sustained high growth; these are Prologue Research estimates, developed from observed growth and consumption trends, and projections of this kind carry considerable uncertainty and should be read as indicative of direction. Some 27 foreign retail brands entered India in 2024, nearly double the preceding year, an indication of the market's increasing draw.

Figure 1. Indian luxury market, Prologue Research estimate and projection (USD billion)



Note: Prologue Research estimates and projection. Figures for 2026 onward are projections and are indicative.

3. The Consumer

3.1 The Indian luxury consumer differs from Western and Chinese counterparts in several respects material to European houses. Demand is concentrated among consumers under 40; it is substantially mediated through digital channels; it responds to engagement with Indian craft and occasion; and it is geographically concentrated in a small number of metropolitan markets, with secondary cities emerging through digital channels.

4. Entry Routes

4.1 European houses have three principal routes into the market. Partnership with established Indian retail groups is the dominant model, providing real-estate access, regulatory navigation, and consumer understanding. Digital-first entry offers a lower-cost means of testing demand. Standalone operation suits established houses with sufficient brand pull. Table 1 summarises the routes.

Table 1. Principal market-entry routes

Route	Description	Best suited to
Retail partnership	Joint venture with Indian retail groups	Most brands; lower risk, faster scale
Digital-first	E-commerce and marketplace launch	Testing demand; younger consumers
Standalone	Own flagship in luxury retail	Established houses with brand pull

Source: Prologue Research. The partner landscape is examined in a separate paper.

5. The Country-of-Origin Proposition

5.1 The principal asset European houses hold in the Indian market is intangible: the standing of their country-of-origin designations, which associate European origin with craftsmanship, heritage, and design. Made-in-Italy is the leading example — the strongest single country-of-origin brand in fashion — but the made-in-France, and broader made-in-Europe, designations carry comparable weight in their categories. This standing carries particular force with aspirational Indian consumers, and unlike most manufacturing or cost advantages it cannot be replicated by competitors and does not erode with scale. It is the foundation of the European proposition in India, though it must be established in the market before competitors define the category.

6. From Opportunity to Entry

6.1 For European houses, particularly those without dedicated India resources, the barriers to entry are informational: which partner, which channel, which market. Structured support reduces these through market intelligence, partner matchmaking, retail introductions, and collective promotion of the country-of-origin designation, which benefits the sector as a whole.

This paper has been prepared by Prologue. Market-size figures represent Prologue Research estimates, developed with reference to a range of public, official, and industry sources and to the firm's own analysis; consumer and entry-route assessments are the firm's considered judgement and are indicative. Correspondence: business@prologuet.com.