# LVMH's trading report to reveal luxury sector's vulnerability



The luxury sector's vulnerability to external economic pressures is set to come under scrutiny today through the trading report of LVMH, the French multinational known for its prestigious brands, including Moët, Louis Vuitton, and Givenchy. As the company prepares to release its trading results for the first three months of the year, attention is firmly focused on the impact of the tariffs imposed by former President Donald Trump.

Since the announcement of these tariffs, LVMH's shares have experienced a decline of 9 per cent, signalling potential challenges within the high-end market. Analysts at HSBC anticipate that LVMH will announce a modest 1 per cent increase in sales, projecting revenues of approximately £18.3 billion. According to their assessment, this slight growth can be attributed primarily to price increases that have offset a reduction in sales volume.

In a statement reflecting their outlook, HSBC analysts noted: "We are expecting, quite literally, fewer champagne bottles to be popped this year." This remark highlights the company's potential struggles as it navigates the ongoing effects of global trade policies which have influenced consumer behaviour and spending in the luxury sector.

As LVMH approaches the release of its figures, stakeholders across the luxury market are poised to analyse the data closely, hoping to glean insights into the broader implications of economic pressures on luxury goods consumption. The trading report, expected to provide a comprehensive view of the company's performance, will shed light on how LVMH strategically adapts amid these challenges.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.lvmh.com/en/publications/2023-new-record-year-for-lvmh> - This URL supports information about LVMH's financial performance and its influence on the luxury market. It discusses LVMH's revenue and growth despite economic challenges.
2. <https://www.pursebop.com/lvmh-revenues-soar-17-in-q1-of-2023-due-to-asia-and-fashion-leather-goods/> - This article explains how LVMH's success is driven by regions like Asia and its Fashion & Leather Goods division, which could face challenges due to external economic pressures.
3. <https://www.lvmh.com/en/investors/investors-and-analysts> - This website provides detailed financial information about LVMH, including historical revenue data that can be used to assess the impact of economic factors on the company's performance.
4. <https://www.cnbc.com/2020/01/15/trump-tariffs-have-hurt-us-businesses-especially-in-china.html> - This article discusses the broader impact of tariffs, like those imposed by former President Donald Trump, on companies operating in international markets, which could be relevant to LVMH's situation.
5. <https://www.bloomberg.com/news/articles/2020-09-14/trump-tariffs-on-china-have-failed-to-boost-u-s-manufacturing-jobs> - This article further elaborates on the effects of Trump-era tariffs on global trade and consumer behavior, providing context for potential challenges faced by luxury brands.
6. <https://www.reuters.com/article/us-trade-china-u-s-idUSKBN26N1H4> - This news piece talks about the trade tensions between the U.S. and China, which could influence LVMH's market dynamics, especially given its reliance on global supply chains and consumer markets.
7. <https://www.dailymail.co.uk/money/markets/article-14604807/Hit-Donald-Trumps-tariffs-looms-fashion-giant-LVMH.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data