



BURBERRY

Market Report

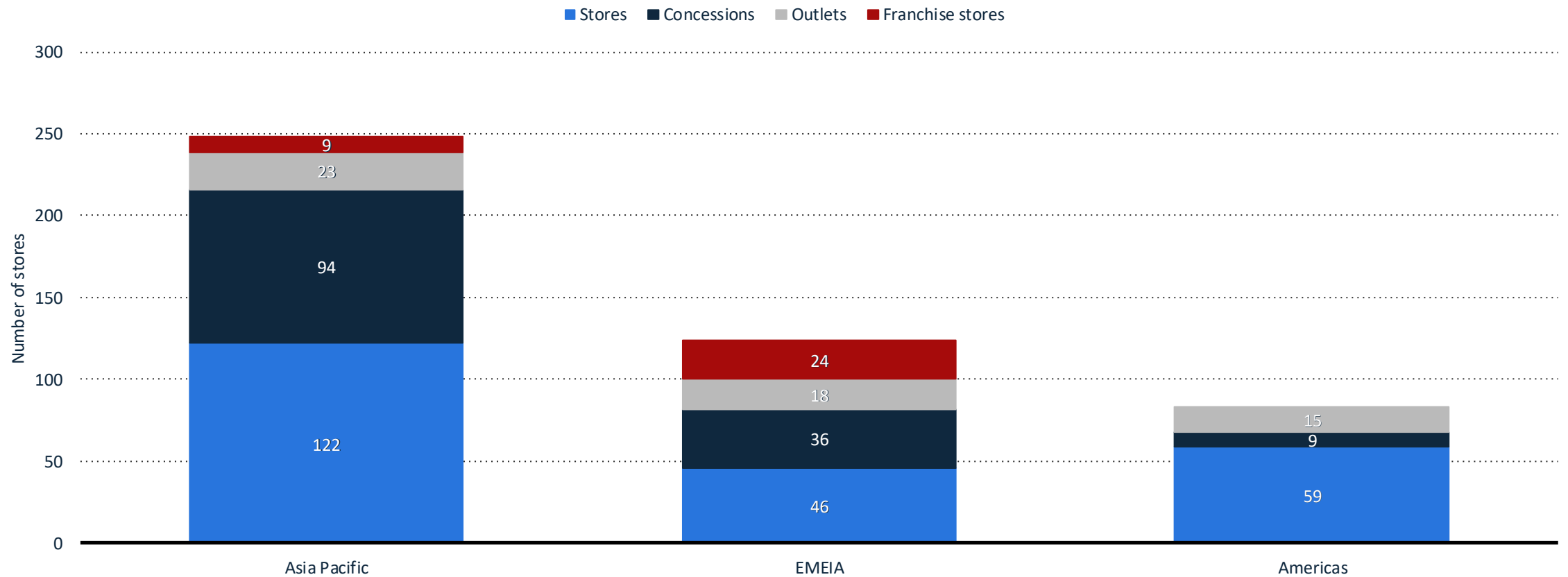
Brand Overview

- Founded in 1856 by Thomas Burberry in Basingstoke, England
- Originally known for their durable outerwear
- Invented the fabric gabardine in 1879
- Created the trench coat during WW1
- 400+ retail locations globally, including flagship stores, outlets, e-commerce, and high-end department stores
- Strong online presence via their website and luxury e-tailers



Store Distribution

Number of Burberry stores worldwide as of 2024, by outlet type and region

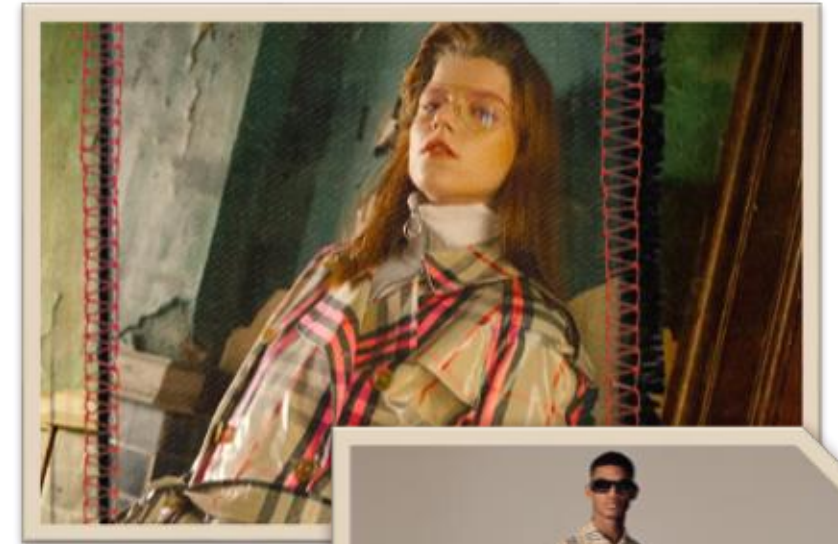


Core Brand Mission

- “Our purpose is to unlock the power of imagination to push boundaries and open new possibilities for our people, our customers and our communities.”

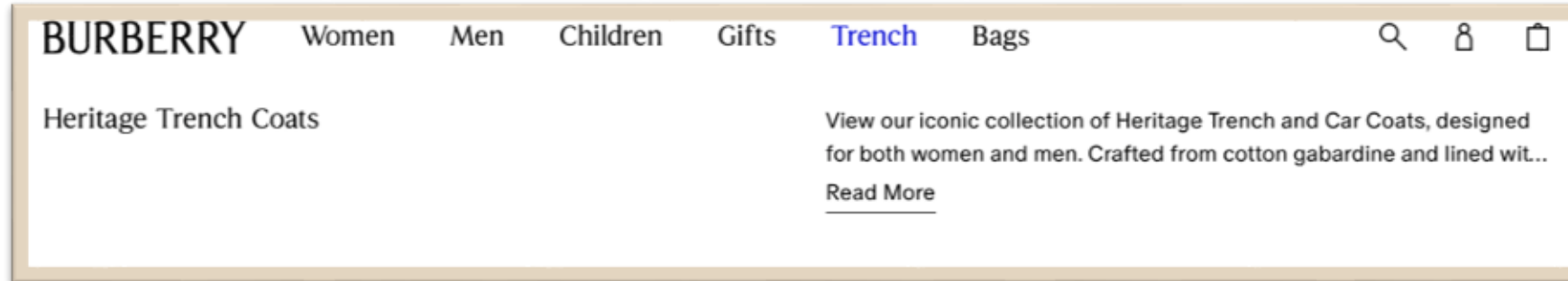
— *Burberry Annual Report 2022–2023*

- Target Customer: Affluent professionals who value heritage, luxury, and quality
- Blending classic and contemporary styles



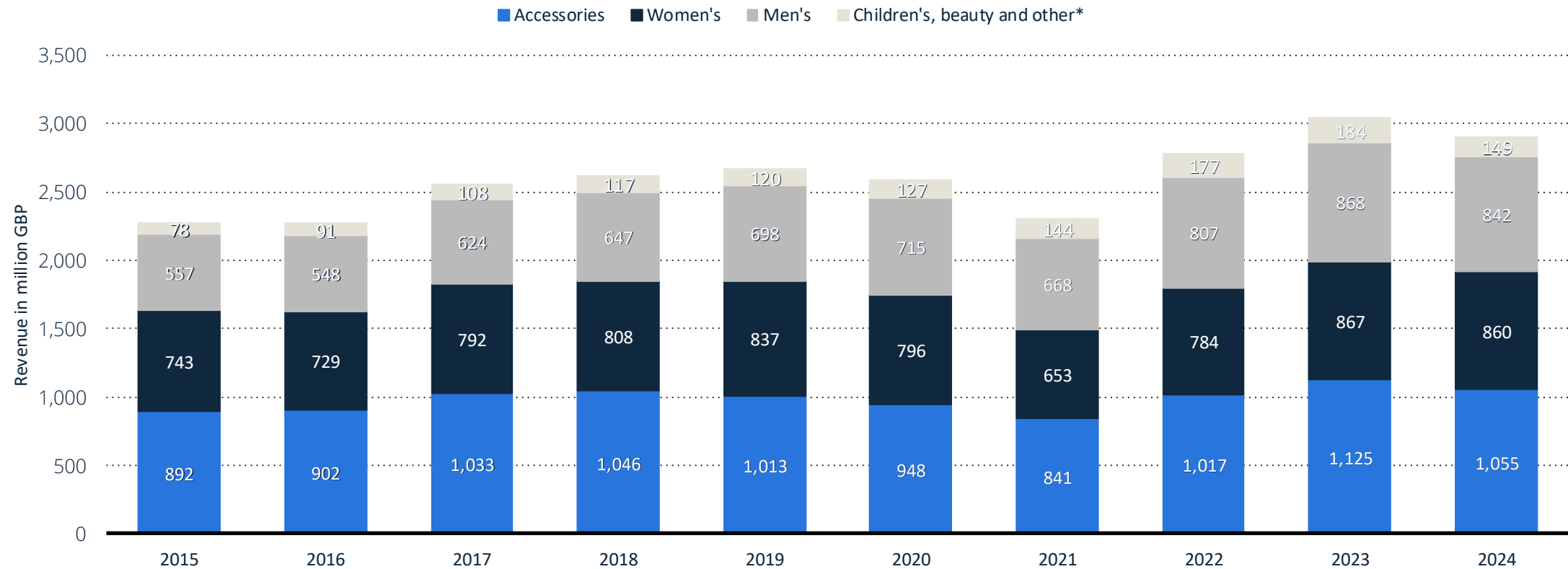
Product Focus

- Burberry offers a comprehensive assortment of products for women, men, and children
- The assortment includes coats/jackets, clothes, bags, shoes, accessories, and fragrance/beauty
- Specific website sections for trench coats and bags



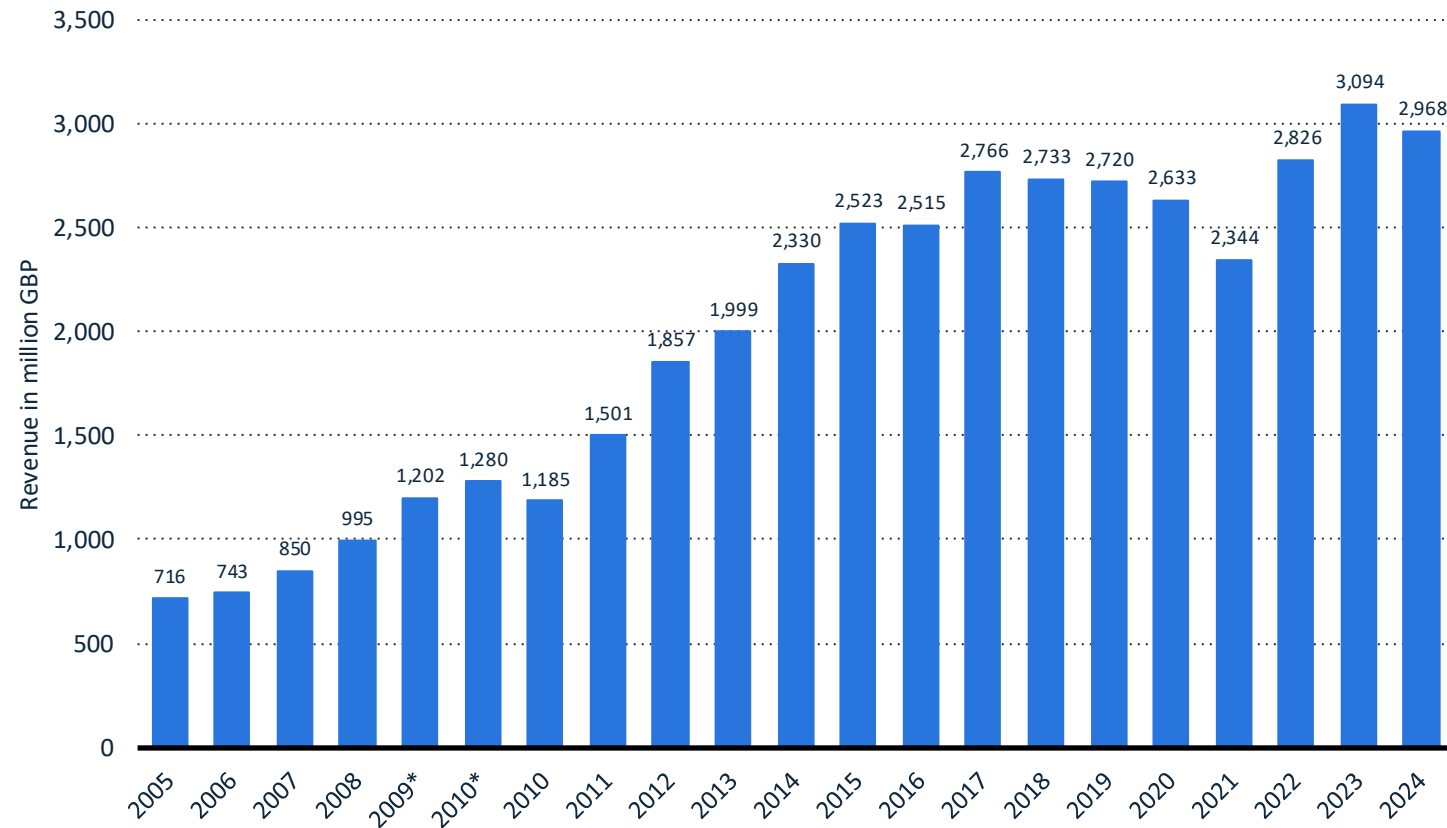
Revenue By Product

Global revenue of Burberry from 2015 to 2024, by product (in million GBP)



Financial Overview

Revenue of Burberry from 2005 to 2024 (in million GBP)



- Ranked 10th among global luxury brands in 2020; only British brand in the top 10
- Revenue rose from £716M in 2005 to £2.77B in 2017 (highest to date)
- Accessories are the most profitable Burberry product line, generating around £948M in 2020

Size & Price

- Women's Clothing: XS-XXL
- Men's Clothing: XXS-XXXL
- Women's Shoes: 35-41 (EU)
- Men's Shoes: 39-50 (EU)
- Kid's: 6 Months – 14 Years

Size	
M 326	S 324
XL 324	L 323
XXL 297	XS 269
XXXL 198	XXS 78

Size	
XS 202	S 197
M 187	L 173
XXS 164	XL 70
XXL 25	

- **Luxury Price Point**
- Apparel: \$400-\$4,000
- Bags & Leather Goods: \$500-\$3,000+
- Shoes: \$600-\$1,500
- Accessories: \$300-\$700
- Fragrance & Beauty: \$70-\$170
- No discounts available on their website

Digital SWOT Analysis

Strengths	Weaknesses
• Clean & luxurious digital interface • Global accessibility • Wide product range	• Limited product customization • High price point for online (no try on) • Limited size range in women's
Opportunity	Threats
• Expand women's size range • Enhance personalization • Expand online exclusives	• Luxury resale competition • New luxury brands overpowering heritage brands

Citations

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