





Introduction

I am delighted to present the Hiscox Artist Top 100 for 2024. This is the second edition of the HAT 100 where we focus on art produced after 2000 that is sold, and sometimes resold, at auction.

This year's report paints a mixed picture. Although demand for higher priced works waned in 2023, this was tempered by an uptick in sales of more affordable pieces, and a surge in artists – particularly younger ones – joining the auction market. David Hockney, last year's highest grossing artist, was knocked from the top spot by Japanese artist Yayoi Kusama, and we observe other intriguing shifts through our analysis of auction sales by country and artist demographics.

The Hiscox art collection comprises mainly contemporary works, and while we are buyers rather than sellers, we are interested in seeing where the action is, and which artists are being traded more than others. That said, we still buy for love rather than profit.

I hope you find the report interesting.

Robert Read

Head of Art and Private Clients Hiscox UK

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Highlights

Auction sales value down 17%

- Sales of artworks produced after 2000 fell 17% to \$955 million in 2023, from \$1.5 billion in 2022.
- Sales remain 26% above 2019, before the pandemic wrought a seismic shift in the art market.
- The contemporary art market did better than that for artworks produced before 2000, which saw sales decline 22%.

Surge in artists joining the auction market

- Since 2019, the number of artists selling contemporary artworks at auction has almost doubled.
- 2,330 artists were represented at Christie's, Sotheby's and Phillips in 2023; up 22% from 2022.
- 41% of these artists were under the age of 45, which could be a sign of a generational shift where younger buyers are focusing on collecting works by artists from their own generation.

Works from younger artists accounted for 39% of lots sold

- Four-in-ten contemporary art lots sold in 2023 were by artists under-45, which was around the same as the year before.
- These artists accounted for 21% of sales by value, down from 30% in 2022.
- Sales by value by under-45 artists plunged in 2023, with total sales value down 43%. But the number of lots sold went up by 5%.
- While the market for these young artists remained very active, the price of their works that were sold were lower. This suggests that there was less flipping in 2023.

Flipping continues but brings more risks and less financial rewards

- Total sales of wet paint artworks (sold at auction within two years of being made) by artist under-45 almost halved to \$39 million, down from \$67 million in 2022.
- The number of wet paint lots by artists under-45 remained largely the same (662 in 2023 compared to 671 in 2022). Despite this, fewer than half (45%) of those sold for prices above their mid-estimate, compared to 65% the year before.
- The risk of not selling at all has jumped. Bought-in (unsold) rates were 17%, up from 6% in 2022.

Female artists outperform males

- Sales by value of contemporary artworks made by women fell 8%, although the number of lots sold was up 21%.
- The market for female artists has been much more resilient than that for male artists, whose sales by value shrank by 20%.
- Yayoi Kusama was the top selling artist, with sales of \$80.9 million, moving up from second place in 2022 to replace David Hockney.

Higher market share as more lots come to auction

- Despite the decline in auction sales value for contemporary art, there was an 8% increase in the number of lots sold, indicating more artworks at lower values entering the market.
- Contemporary artworks now account for 70% of post-war and contemporary lots sold at auction in 2023 (64% in 2022).

25% increase in the number of lots sold at lower end of the market

- Contemporary artworks sold for \$1 million or more fell by 12%.
 Sales by value was down 15%.
- Lots sold for less than \$50,000 were up by a quarter to 3,910.
- Total sales by value in this price bracket also increased by 7% to \$56 million.
- The top six artists in this segment were: Damien Hirst, Edgar Plans, Thierry Noir, Shepard Fairey, Louis Fratino and Aboudia.

Hong Kong increases its market share

- New York and London saw sales fall, but Hong Kong's surged; accounting for nearly a third (32%) of contemporary art sales by value, up from 26% in 2022.
- New York's share of the market was 42% (down from 45% in 2022), while London's also dipped to 21% (23% in 2022). Paris accounted for the remaining 5% (up from 4% in 2022).

Highlights

Artists ranked by sales value 2023 \$m 80.9 Yayoi Kusama 50.3 David Hockney 36 Yoshitomo Nara 31.7 Cecily Brown George Condo 29.5 2022 \$m David Hockney 74.7 62.4 Yayoi Kusama 49 Yoshitomo Nara Cy Twombly 46.3 Adrian Ghenie 34.1

Female artists ranked by sales value				
2023	\$m			
Yayoi Kusama	80.9			
Cecily Brown	31.7			
Julie Mehretu	21.4			
Jadé Fadojutimi	8.5			
Jenny Saville	7.8			
2022	\$m			
Yayoi Kusama	62.4			
Shara Hughes	22.6			
Cecily Brown	20.6			
Agnes Martin	13.9			
Avery Singer	13.1			

Artists under-45 ranked by sales value			
2023	\$m		
Nicolas Party	20.2		
Matthew Wong	16.5		
Jadé Fadojutimi	8.5		
Caroline Walker	7.5		
Dmitri Cherniak	6.7		
2022	\$m		
Adrian Ghenie	34.1		
Rashid Johnson	9.4		
Jonas Wood	7.6		
Edgar Plans	6.5		
Lynette Yiadom-Boakye	3.4		

Artists ranked by wet paint lots sold			
2023	Lots		
Tyler Hobbs	16		
Albert Willem	16		
Dmitri Cherniak	14		
Fika Leon	13		
Edgar Plans	11		
2022	Lots		
Jordy Kerwick	51		
Edgar Plans	32		
Isshaq Ismail	32		
Aboudia	22		
Mr Doodle	20		

The research is based on unique artworks (editions excluded) made after 2000, which have been sold in auction at Christie's, Sotheby's and Phillips between 2019 and 2023; it includes over 19,000 artworks from more than 5,400 artists.

Auction trends

Slack global demand hits sales

Contemporary art sales were down 17%, which was in line with the global auction market (down 19%).

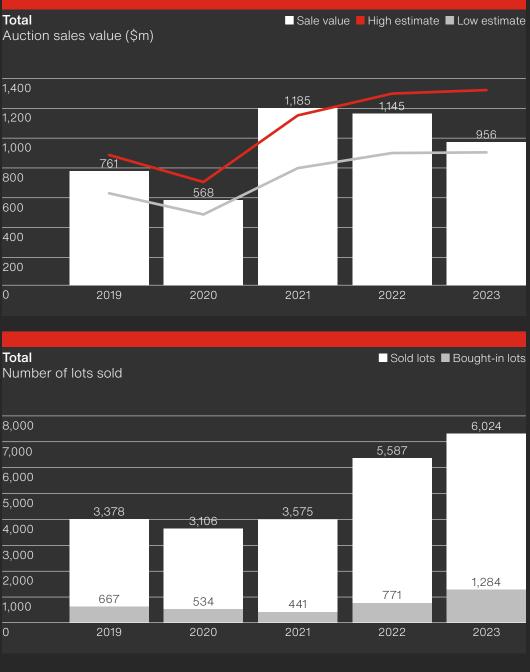
Despite the negative trend, auction sales of contemporary art remains at 26% above pre-pandemic levels in 2019, and did better than artworks made prior to 2000, whose sales declined 22%

The drop in sales has been mostly triggered by a weaker high-end market (artwork valued above \$1 million), in which sales fell 12% in term of lots sold and 15% by value.

Green shoots are emerging

Artwork sales priced below \$50,000 saw a 25% jump in lots sold and rose 7% by value. This trend is further supported by a surge in artists joining the auction market. Since 2019, the number of artists selling contemporary works at auction has almost doubled.

HAT 100 artists account for almost 80% of total sales by value, so the fact that more artists' work is being auctioned suggests their works are selling at lower prices.



Auction trends continued

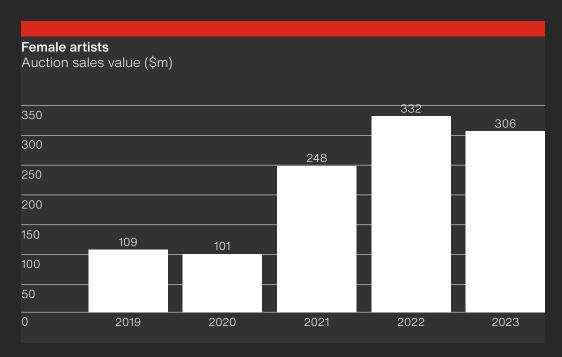
Female artists outperform

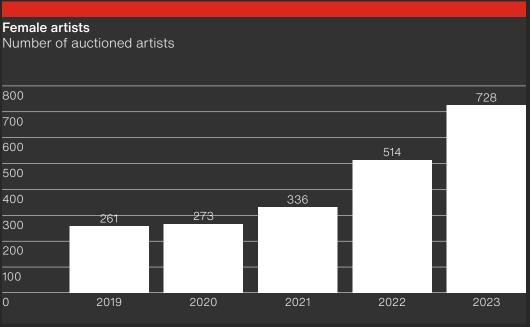
Female artists saw sales fall 8% by value, although the number of lots sold were up 21%. This market has been more resilient than the one in work by male artists, which saw auction sales value drop by 20%.

Female artists accounted for 32% of total sales and 30% of lots sold, while the number of women artists whose work was auctioned has risen steadily since 2019, with 728 women artists in 2023, up from 514 in 2022 and 261 in 2019.

Interest in female artists is likely to continue, as illustrated by the number of high-profile museum shows of female artists' work pencilled in for this year.

Among these are the recently opened retrospective of Yoko Ono at Tate Modern, British artist Leslie Thornton at MoMA in New York, as well as several exhibitions focusing on older generations of women artists.





Auction trends continued

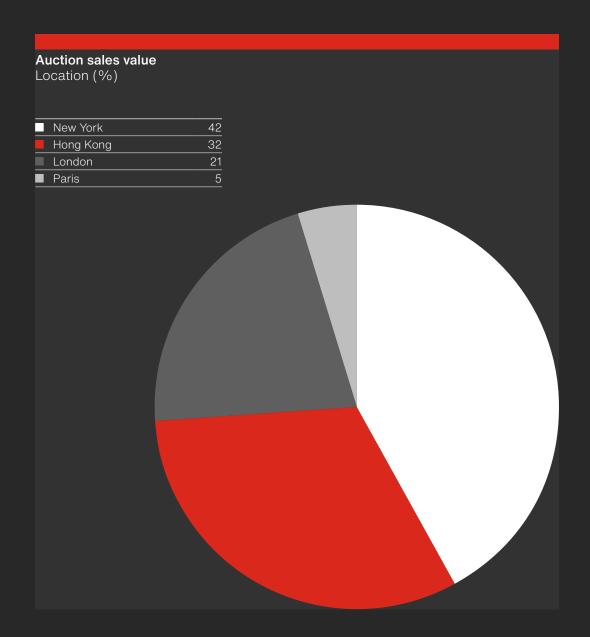
Contemporary art trade moves East Hong Kong confirmed its position

as the second most important market for contemporary art with a 32% share of auction sales (26% in 2022).

New York accounted for 42% of sales value (44.6% in 2022). London was in third place with 21% (23% in 2022) and Paris accounted for the remaining 5% (4% in 2022).

Strong Asian demand for young artists since 2020 has been a major factor in Hong Kong's rise as a destination for contemporary art.

The global contemporary art market's increasing dependence on Hong Kong could make it vulnerable to the Chinese economic slowdown. Though we can't be sure, we think it is a fair assumption to make that Hong Kong is a gateway market for Chinese art buyers.



39%

Artists under-45 accounted for over a third of artworks sold in 2023.

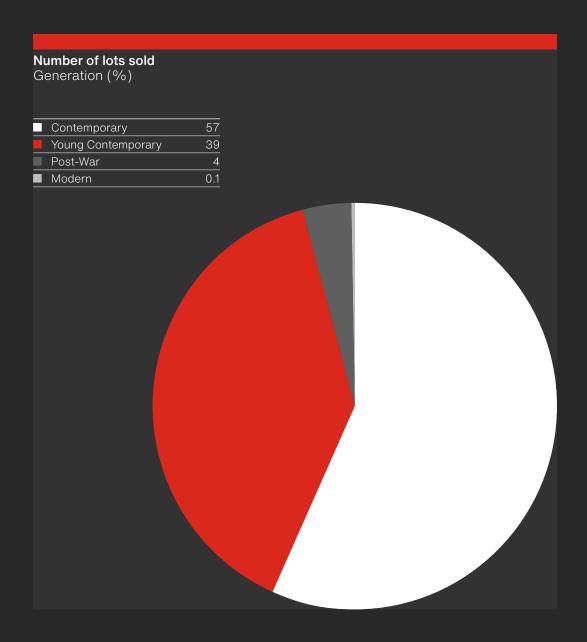
Swiss-born artist Nicolas Party was the top selling artist under-45 in 2023. Party had a relentless schedule of shows last year; typically featuring striking painted backdrops and vividly painted fiberglass heads.



Auction trends continued

Active market for young artists

The rising number of artists whose work is being auctioned has been driven by an increasing demand for work by artists under-45 years old, with 964 young contemporary artists featuring in auction sales, accounting for 39% of artworks sold, up from 32% in 2019. It is these artists' work that makes up a large proportion (44%) of lots sold in the below \$50,000 price bracket.



Wet paint trends

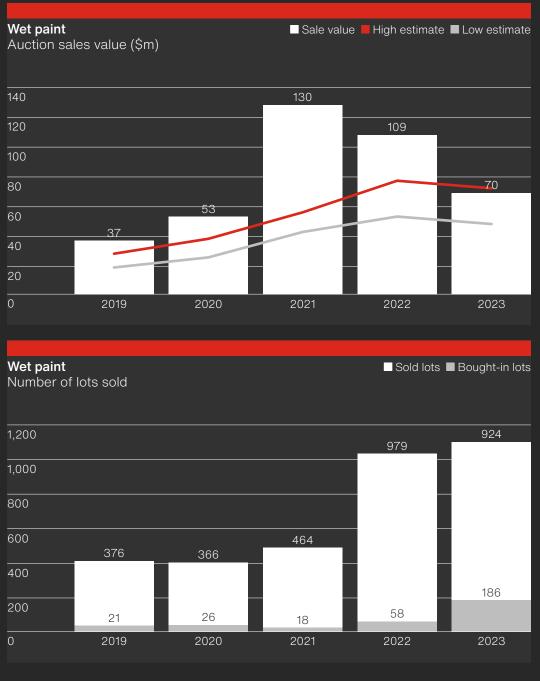
Flipping continues despite higher risk

The number of artists whose work was sold as wet paint artworks rose to 624 in 2023 (497 in 2022) which signals that buyers are using the auction market to offload recently purchased artworks.

Despite a softer art market, flipping (speculative buying to quickly resell for profit) continued in 2023. This has brought fewer financial rewards than before though. Sales of wet paint works by artists under-45 fell by 42% to \$39 million (\$67 million in 2022), despite a similar number of lots.

Fewer than half (45%) sold above their mid-estimate (65% in 2022). Not only did most lots sell at the lower end of their estimates, but the risk of not selling increased with the bought-in rate jumping to 17% (6% in 2022).

Artists under-45 account for most of the wet paint lots coming to auction. Out of the 924 works sold in 2023, 662 (72%) of these were by young contemporary artists (up from 69%). These wet paint sales accounted for 20% of total auction sales by young contemporary artists.



HAT 100 analysis

Yayoi Kusama rules

The Japanese contemporary artist generated \$80.9 million in auction sales, of work produced after 2000, which pushed her into first place, toppling David Hockney, who sold \$50.3 million.

In third place was Yoshitomo Nara with \$36 million in sales, followed by Cecily Brown (\$31.7 million), who jumped seven places from 2022, and George Condo (\$29.5 million), who rose from eighth place in 2022. Another female artist who has seen a jump in ranking in 2023 was Julie Mehretu, who was ranked 6th, up from 22nd in 2022.

The US-based Ethiopian Julie Mehretu broke the record for the highest sale price of any work by an African-born artist at auction, when her painting Walkers With the Dawn and Morning fetched \$10.7 million at Sotheby's in New York in November 2023.

The cream always rises

HAT 100 artists accounted for the vast majority (78%) of total sales value, with the ten leading artists accounting for a third (34%) of sales. HAT 100 artists also accounted for the sale of 1,377 out of a total of 6,024 sold lots (23% share).

These findings are illustrative of how the contemporary art auction market is skewed towards the most in-demand artists, where the top 100 artists (4% of artists in this study) dominate close to \$8 out of every \$10 in total auction sales value in 2023.

North American and European artists account for 75% of sales

Most of the artists in the HAT 100 are from North America (40) and Europe (35) although collectively this was slightly fewer than in 2022 (78).

In 2023, the same number of Asian artists (8) entered the top 100, but fewer African artists (6 compared to 7 in 2022) made it into the top 100, as younger African artists such as Njideka Akunyili Crosby, Isshaq Ismail and Toyin Ojih Odutola failed to make the list. Two Middle Eastern artists, Etel Adnan (Lebanon) and Mohammed Sami (Iraq), entered the top 100 (none in 2022).

Wet paint accounts for a third of lots sold by young artists

More than a third (34%) of the lots offered for sale by artists aged below 45 in the HAT 100 rank were wet paint works.

Fewer women represented

Although there was a big increase in the number of female artists represented at auction in 2023, fewer made it into the HAT 100 (30 compared to 33 in 2022). But, three made it into the overall top ten this year, as opposed to two in 2022. Yayoi Kusama is in first place, Cecily Brown in fourth and Julie Mehretu in sixth. Several entered the ranking in 2023:

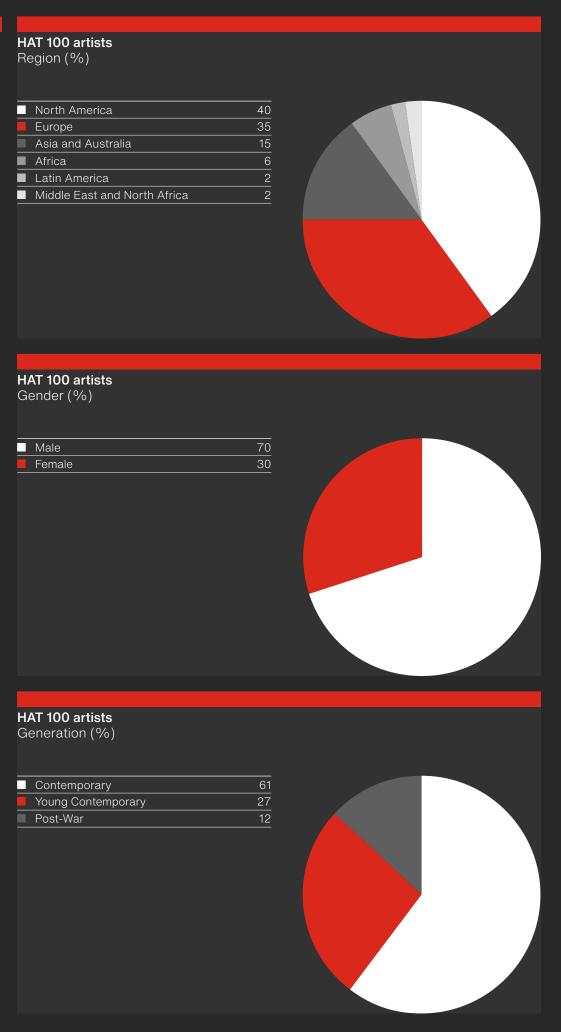
- Jenny Saville (22)
- Michaela Yearwood-Dan (65)
- Etel Adnan (67)
- Nicole Eisenman (73)
- —— Miriam Cahn (78)
- Marlene Dumas (79)
- Liang Yuanwei (89)
- Emma Webster (93)
- Beatriz Milhazes (94).

But more female artists dropped out than entered. Those who don't appear in 2023 are: Katherine Bernhardt, Njideka Akunyili Crosby, Genieve Figgis, Agnes Martin, Toyin Ojih Odutola, Hilary Pecis, Lauren Quin, Emily Mae Smith, Amy Sherald, Christine Ay Tjoe, Flora Yukhnovich, Lisa Yuskavage.

Young artists drop out

As the investment bubble in next generation artists began to go down in 2023, the number of artists aged below 45 who made it into the HAT 100 fell to 27 (36 in 2022). Among those whose work registered the largest jump in sales were two generative NFT artists: Dmitri Cherniak (28) and Tyler Hobbs (53). Other young artists on the list who work in traditional mediums are Hao Liang (69), Mohammed Sami (72), Michael Armitage (90) and Emma Webster (93).

HAT 100 analysis continued



Top artist profile

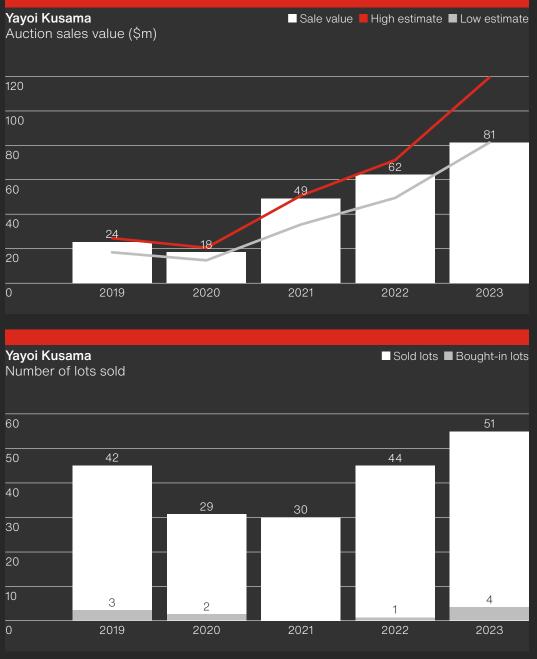
Yayoi Kusama is one the world's most beloved artists and is known for her Instagrammable colourful pumpkins, polka dots and immersive infinity mirror rooms filled with lights. Her work is varied yet totally recognisable, spanning painting, drawing, collage, sculpture, performance, printmaking, installation, film and environmental art as well as literature and product design.

Her unique and instantly identifiable practice has been described as resonating with surrealism, pop art, minimalism, eccentric abstraction, the Zero and Nul movements.

Last year, Kusama generated \$80.9 million in auction sales of works and moved up from second place to replace last year's top artist, David Hockney.

The vast majority (80%) of her works were sold at auction in Hong Kong, a sign of strong Asian demand that was likely fuelled by the major retrospective 'Yayoi Kusama: 1945 to Now', at the M+ Museum in Hong Kong in 2022 and 2023.





\$81m

Yayoi Kusama was the highest grossing artist in 2023.

One of Kusma's signature pumpkin sculptures draws a crowd at Art Basel Hong Kong 2023. Bumper sales were reported as one of Asia's largest contemporary art fairs returned after a near four year absence.



Top artist profile continued

Yayoi Kusama Auction sales ranked by price (\$m) 2019-2023

Made	Artwork	Location	Sold	\$m
2014	A FLOWER	Hong Kong	Nov 23	8.3
2013	Pumpkin (LPASG)	Hong Kong	Dec 21	6.7
2014	Pumpkin (L)	Hong Kong	Apr 23	6.6
2015	Flowers	Hong Kong	May 23	6.1
2017	PUMPKIN	Hong Kong	Dec 21	5.9
2010	Pumpkin (Twpot)	Hong Kong	Apr 19	5.9
2011	A-Pumpkin (BAGN8)	Hong Kong	Apr 23	5.8
2006	Infinity Nets (TWHOQ)	Hong Kong	Nov 22	5.6
2013	A-PUMPKIN SKLO	Hong Kong	May 21	5.4
2014	Pumpkin (M)	New York	Nov 22	5.4

Hiscox Artist Top 100

These are the top contemporary artists with the largest share of the market by value and are illustrative of their important position and influence in the global auction market for works produced after 2000. This year's ranking (and those going forward) are by sales value, rather than by number of works sold.

Artist	Rank 2023	Rank 2022	Sales (\$m)	Lots sold
Yayoi Kusama	1	2	80.9	51
David Hockney	2	1	50.3	19
Yoshitomo Nara	3	3	36	49
Cecily Brown	4	11	31.7	16
George Condo	5	8	29.5	36
Julie Mehretu	6	22	21.4	10
Nicolas Party	7	14	20.2	14
Mark Bradford	8	39	18.6	10
Cy Twombly	9	4	17	2
Matthew Wong	10	12	16.5	8
Jeff Koons	11	16	16.1	8
Liu Ye	12	45	15.1	12
Richard Prince	13	55	13	28
Jonas Wood	14	31	12.6	14
Adrian Ghenie	15	5	12.6	11
Damien Hirst	16	13	12.5	79
Brice Marden	17	50	12.3	3
Takashi Murakami	18	36	10	40
Mark Grotjahn	19	7	9.5	13
Jadé Fadojutimi	20	59	8.5	15
Kerry James Marshall	21	1743	7.9	2
Jenny Saville	22	1743	7.8	4
Caroline Walker	23	58	7.5	43
Lynette Yiadom-Boakye	24	75	7.4	7
Rashid Johnson	25	23	7.1	24
Claude Lalanne	26	26	7	8
Peter Doig	27	311	6.8	7
Dmitri Cherniak	28	1743	6.7	14
El Anatsui	29	97	6.5	8
Simone Leigh	30	49	6.5	7

Hiscox Artist Top 100

Artist	Rank 2023	Rank 2022	Sales (\$m)	Lots sold
Banksy	31	6	6.4	9
KAWS	32	38	6.4	28
Loie Hollowell	33	35	6.3	13
Jia Aili	34	169	6	7
François-Xavier Lalanne	35	9	6	8
Lucy Bull	36	42	5.8	16
Sean Scully	37	124	5.8	8
Anish Kapoor	38	106	5.7	16
Antony Gormley	39	43	5.4	17
Javier Calleja	40	32	5.2	23
Wayne Thiebaud	41	15	5	4
Avery Singer	42	19	4.9	4
Günther Förg	43	52	4.6	16
Lucian Freud	44	1743	4.6	1
Henry Taylor	45	316	4.5	13
Shara Hughes	46	10	4.5	22
Mr.	47	76	4.4	29
Huang Yuxing	48	56	4.4	21
Rudolf Stingel	49	99	4.2	7
Gerhard Richter	50	102	4.2	16
Chu Teh-Chun (Zhu Dequn)	51	233	4.1	11
Pierre Soulages	52	72	4	5
Tyler Hobbs	53	1743	3.9	16
Wade Guyton	54	60	3.7	11
Georg Baselitz	55	81	3.7	13
Anselm Kiefer	56	53	3.7	10
Alex Katz	57	57	3.6	16
David Hammons	58	1743	3.5	5
Ayako Rokkaku	59	28	3.4	28
Stanley Whitney	60	17	3.3	18
Izumi Katō	61	89	3.2	16
Jasper Johns	62	1743	3	1
Christopher Wool	63	51	2.9	4
Fernando Botero	64	48	2.8	7
Michaela Yearwood-Dan	65	175	2.7	11

Hiscox Artist Top 100

Artist	Rank 2023	Rank 2022	Sales (\$m)	Lots sold
Jean Dubuffet	66	1743	2.7	1
Etel Adnan	67	386	2.6	19
Tracey Emin	68	61	2.6	19
Hao Liang	69	1743	2.6	2
Issy Wood	70	74	2.5	13
Louis Fratino	71	111	2.5	38
Mohammed Sami	72	1743	2.4	8
Nicole Eisenman	73	442	2.4	5
Salman Toor	74	33	2.4	12
Ewa Juszkiewicz	75	46	2.3	8
Hernan Bas	76	71	2.3	9
Albert Oehlen	77	83	2.2	4
Miriam Cahn	78	346	2.2	16
Marlene Dumas	79	213	2	4
Amoako Boafo	80	29	2	10
Raymond Pettibon	81	135	2	16
Zeng Fanzhi	82	54	2	8
Victor Man	83	288	2	4
Elizabeth Peyton	84	95	1.9	5
Christina Quarles	85	25	1.9	5
Louise Bonnet	86	98	1.9	8
Aboudia (Abdoulaye Aboudia Diarrassouba)	87	34	1.9	37
Luc Tuymans	88	269	1.9	3
Liang Yuanwei	89	566	1.8	3
Michael Armitage	90	445	1.8	2
Ellsworth Kelly	91	63	1.8	1
Chris Ofili	92	292	1.8	7
Emma Webster	93	1743	1.7	8
Beatriz Milhazes	94	174	1.7	4
Barkley L. Hendricks	95	1743	1.7	1
Dana Schutz	96	70	1.7	7
Lee Ufan	97	187	1.7	3
Albert Willem	98	113	1.7	21
Anna Weyant	99	30	1.6	10
Edgar Plans	100	37	1.6	44

Auction sales ranked by price 2023

Made	Artist	Artwork	Location	Sold	\$m
2004	Cy Twombly	Untitled (Bacchus 1st Version II)	New York	Nov 23	17
2009	David Hockney	Early Blossom, Woldgate	New York	May 23	16.5
2000	David Hockney	The Gate	New York	May 23	12.4
2012	Yoshitomo Nara	In the Milky Lake	Hong Kong	Apr 23	10.8
2008	Julie Mehretu	Walkers With the Dawn and Morning	New York	Nov 23	9.5
2008	David Hockney	Felled Trees	New York	May 23	9
2014	Yayoi Kusama	A FLOWER	Hong Kong	Nov 23	8.3
2021	Brice Marden	Belle's Turquoise	New York	Nov 23	8.2
2001	Julie Mehretu	Untitled	Hong Kong	Oct 23	7.8
2006	Yoshitomo Nara	No Means No	Hong Kong	Oct 23	6.9
2014	Yayoi Kusama	Pumpkin (L)	Hong Kong	Apr 23	6.6
2007	Jeff Koons	Sacred Heart (Magenta/Gold)	Hong Kong	May 23	6.4
2015	Yayoi Kusama	Flowers	Hong Kong	May 23	6.1
2002	Peter Doig	House of Pictures (Haus der Bilder)	London	Oct 23	6.1
2003	David Hockney	View From Terrace III	New York	Nov 23	6.1
2011	Yayoi Kusama	A-Pumpkin (BAGN8)	Hong Kong	Ap 23	5.8
2015	Cecily Brown	Free Games for May	New York	May 23	5.6
2013	Cecily Brown	Untitled (The Beautiful and Damned)	New York	May 23	5.5
2018	Matthew Wong	River at Dusk	Hong Kong	Apr 23	5.5
2021	Dmitri Cherniak	Ringers #879 (The Goose)	New York	Jun 23	5.4
2000	Yoshitomo Nara	Bad Barber	Hong Kong	Nov 23	5.4
2006	David Hockney	Track and Hedgerow, January	New York	Nov 23	5.2
2013	Yayoi Kusama	PUMPKIN (FBAN)	Hong Kong	Nov 23	4.9
2014	Kerry James Marshall	Untitled (Mask Boy)	New York	Ma 23	4.7
2002	Lucian Freud	Garden from the Window	London	Feb 23	4.6

Auction sales ranked by price 2019-2023

Made	Artist	Artwork	Location	Sold	\$m
2006	Cy Twombly	Untitled	New York	Nov 21	51
2005	Cy Twombly	Untitled	New York	Nov 17	41
2005	Cy Twombly	Untitled	New York	Nov 22	36
2003	Lucian Freud	The Brigadier	New York	Nov 15	31
2007	Brice Marden	Complements	New York	Jul 20	27
2003	Lucian Freud	Portrait On A White Cover	London	Jun 18	26.1
2021	Beeple	HUMAN ONE	New York	Nov 21	25
2018	Banksy	Love is in the Bin	London	Oct 21	21.9
2000	Yoshitomo Nara	Knife Behind Back	Hong Kong	Oct 19	21.7
2014	Jeff Koons	Play-Doh	New York	May 18	20
2009	David Hockney	Winter Timber	New York	Nov 22	20
2020	Banksy	Game Changer	London	Mar 21	19.9
2002	Lucian Freud	David Hockney	London	Jun 21	17.7
2004	Cy Twombly	Untitled (Bacchus 1st Version II)	New York	Nov 23	17
2009	David Hockney	Early Blossom, Woldgate	New York	May 23	16.5
2017	David Hockney	Garrowby Hill	London	Mar 22	16.1
2014	Kerry James Marshall	Vignette 19	New York	Nov 19	16
2011	David Hockney	Queen Anne's Lace Near Kilham	New York	Nov 22	16
2001	Maurizio Cattelan	Him	New York	May 16	15.2
2011	Mark Grotjahn	Untitled (S III Released to France Face 43.14)	New York	May 17	14.8
2017	Larva Labs	9 Cryptopunks: 2, 532, 58, 30, 635, 602, 768 and 757	New York	May 21	14.5
2000	Yoshitomo Nara	Missing in Action	Hong Kong	Jun 21	13.5
2004	Cy Twombly	Untitled (Bacchus 1st Version V)	New York	May 16	13.5
2004	Jeff Koons	Balloon Swan (Yellow)	New York	Nov 15	13
2005	KAWS	THE KAWS ALBUM	Hong Kong	Apr 19	12.7

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