

# Boucheron SAS in Luxury Goods (Russia)

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## Abstracts

Boucheron's goal is to further strengthen its leading position in Russian luxury goods. The future plans and expected direction of the company include promotion of leading brands to increase sales and revenues, focusing marketing efforts on major brands.

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**Product coverage:** Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Leather Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Luxury Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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