

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

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Pinpoint growth sectors and identify factors driving change;

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

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