

Bulgari SpA in Luxury Goods - Global

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Abstracts

Bulgari is Italy's leading luxury jeweller. The company has carefully and cautiously expanded into new categories including luxury bags, fragrances and skincare. Bulgari, however, was negatively impacted by the global economic downturn of 2008-2009. After considerable investment in luxury timepieces, it must make a comeback in this category and benefit from the anticipated turnaround expected over the forecast period.

Euromonitor International's Bulgari SpA in Luxury Goods – Global Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Luxury Goods industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Designer Clothing And Footwear, Fine Wines/Champagne And Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Fine China And Crystal Ware, Luxury Jewellery And Timepieces, Luxury Tobacco, Luxury Travel 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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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