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Burberry Group Plc in Luxury Goods (South Africa)

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Abstracts

Burberry aims to elevate the company's footprint in both developed and younger markets, and reflect the balanced product mix and growth opportunities across all Burberry product categories. The company's focus will also be more clearly on ensuring Burberry speaks to consumers with one equally inspiring and authentic brand voice, wherever they encounter the brand.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Portable Consumer Electronics, Luxury Timepieces, 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.

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Pinpoint growth sectors and identify factors driving change;

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

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

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