

Burberry Group Plc in Luxury Goods (World)

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Abstracts

Burberry Group is a UK heritage luxury brand and digital innovator. The company is in the midst of re-energising the brand, with changes in management, and a new strategic direction announced in November 2017. Burberry is focusing on long-term goals with its 5-year strategy, and has promising growth prospects, with a positive outlook for luxury goods globally.

Euromonitor International's Burberry Group Plc in Luxury Goods (World) 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 Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Cars, Luxury Eyewear, Luxury Hotels (5-star plus), 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.

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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