

Experiential Licensing: Consumer Fundamentals Falling into Place

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Abstracts

Today's consumers are increasingly redefining their values and priorities, leading to the birth of a new consumerism. "Experiencing is everything" is driving growth in sports/music licensing and theme parks/themed travel. Thus, themed flights/holidays, themed hotels and cruises enjoy growing popularity. This trend also presents many opportunities across a wide range of industries including Travel, Apparel & Footwear, Toys & Games, Consumer Electronics, Personal Accessories and, Home & Garden.

Euromonitor International's Experiential Licensing: Consumer Fundamentals Falling into Place global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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

Why buy this report?

Get a detailed picture of the Travel 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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