

Experiential Luxury in China

<https://marketpublishers.com/r/EE1A39B7D174EN.html>

Date: October 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: EE1A39B7D174EN

Abstracts

Tourist arrivals in China were seen to recover in 2023, despite global macroeconomic pressures such as high inflation and the rapid escalation of living costs. This was an improvement on previous years, when the pandemic prevented people from travelling. There was also a consumer shift towards spending on more rewarding experiential activities than on material goods. As a result, value sales of experiential luxury grew by 9% to total CNY56.3 billion in 2023, boosted by a return to more normal ac...

Euromonitor International's Experiential Luxury in China report offers a comprehensive guide to the size and shape of the Experiential Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Experiential Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Luxury Foodservice, Luxury Hotels.

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

Why buy this report?

Get a detailed picture of the Experiential Luxury 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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