

From Samba Surge to Aztec Tiger

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Abstracts

With evidence of a cooling in luxury goods demand in Asia, together with softer spending by tourists in Europe and North America, there has never been a more promising time for the luxury goods industry to ramp up investment in Latin America. The region's emerging middle class is highly aspirational and hungry for prestige brands, while the super rich are doing more of their shopping at home. Wealth is filtering from the capitals to small and mid-sized cities, bringing retail modernisation in it...

Euromonitor International's From Samba Surge to Aztec Tiger global briefing offers an insight into the size and shape of the luxury goods industry, highlights buzz topics, emerging trends as well as pressing industry issues, their effects on luxury goods retailing in markets around the world and on the development of consumers' shopping patterns. Forecasts illustrate how the market is set to change and criteria for success. In short, it identifies the opportunity zones within luxury goods industry

Product coverage: Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, 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.

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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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