

# Giorgio Armani SpA in Luxury Goods (Italy)

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## Abstracts

In the economic uncertainty Giorgio Armani is expected to perform well in Italy. The company is predicted to enjoy strong brand loyalty thanks to its large brand portfolio. Despite lower purchasing power, Giorgio Armani will focus on consumers by offering products adjusted to their purchasing power. Its different brand positioning will allow the company to target different consumers according to their disposable incomes and ages.

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

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