

# Gucci Australia Pty Ltd in Luxury Goods (Australia)

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## **Abstracts**

Gucci is expected to focus on its digital strategy over the forecast period, with the company priding itself on its strong online capabilities, including digital marketing and social media. A strong digital strategy is expected to support its sales both in-store and online, with a high proportion of consumers researching brands and products online before making a purchase.

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

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## Contents

Strategic Direction Key Facts Summary 1 Gucci Australia Pty Ltd: Key Facts Summary 2 Gucci Australia Pty Ltd: Operational Indicators Internet Strategy Competitive Positioning Summary 3 Gucci Australia Pty Ltd: Luxury Goods Brands by Category 2016 Summary 4 Gucci Australia Pty Ltd: Competitive Position 2016



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