

# Hermès de Paris Mexico SA de CV in Luxury Goods (Mexico)

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Date: April 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: H0A2CEA0028EN

## Abstracts

Hermès de Paris' strategy for Mexico will involve the company seeking to maintain its position as an exclusive brand of luxury leather goods offering the highest quality products. Luxury bags and accessories are likely to remain the most profitable business areas for the brand, followed by silk, and the company is aiming to benefit from the increased focus on high-end, exclusive brands by Mexican consumers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Portable Consumer Electronics, Luxury Timepieces, 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.

## Why buy this report?

Get a detailed picture of the Luxury Goods 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.

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