

Kering SA Group in Luxury Goods (World)

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Abstracts

Kering SA has been gradually shifting away from its mass and non-apparel and accessories brands, breaking up its Redcats business to sell individual brands, selling the mail order division of La Redoute and spinning off Fnac. Meanwhile, it made a number of strategic investments in 2011-2013 to increase its scope in luxury goods. Gucci remains its flagship brand, although Bottega Veneta and Yves Saint Laurent have shown stronger growth recently.

Euromonitor International's Kering SA Group in Luxury Goods (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Luxury Goods industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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.

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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