

Lanson International Ltd in Luxury Goods (United Kingdom)

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Abstracts

Lanson's main focus moving forward in the UK market is 'educating' British consumers about champagne. It has focused on producing a family of brands which can accompany various occasions by utilising champagne as an aperitif, pairing it with food or using it specifically for celebrations. Lanson plans on responding to UK retailers' demands for a wider variety of taste within champagne.

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 (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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