

Luxury Accessories in the Netherlands

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Abstracts

As other categories showed a higher degree of maturity, manufacturers and retailers tried to generate new growth by encouraging consumers to purchase accessories as a fashion complement. Dutch consumers are becoming more fashion- and image-conscious, and showing a positive attitude to adopting and experimenting with looks, with luxury accessories benefiting from sustained support in terms of promotion and advertising. With improved economic conditions and consumer confidence, luxury accessories...

Euromonitor International's Luxury Accessories in Netherlands report offers a comprehensive guide to the size and shape of the Luxury Accessories market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Accessories retailing along with the development of consumers' shopping patterns. Forecasts to 2019 illustrate how the market is set to change

Product coverage: Luxury Costume Jewellery, Luxury Cufflinks, Luxury Lighters, Luxury Sun Glasses, Other Luxury Accessories.

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 Accessories 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Positive Performance, Influenced by Improved Consumer Confidence

Changing Perceptions and Exposure Contribute To Rising Interest in Luxury Goods

Dutch Brands Profit From the Preference of Local Consumers and Tourists

Internet Retailing Continues To Grow, Leading To A Decline in the Traditional Distribution Channels for Luxury Goods

Segmentation and Investment To Expand the Consumer Base Will Result in Growth

Key Trends and Developments

Improved Economic Conditions Lead To Increased Demand

Diverse Price Offer in Luxury Products Aimed at Expanding the Consumer Base

Dutch Brands Gain A Solid Niche in Luxury Products

Price-conscious Dutch Consumers Influence Changes in the Luxury Goods Distribution

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