

Luxury Accessories in the Philippines

<https://marketpublishers.com/r/L7F0FC14F5DEN.html>

Date: December 2015

Pages: 17

Price: US\$ 660.00 (Single User License)

ID: L7F0FC14F5DEN

Abstracts

Social media are not only being utilised by companies to promote brands and products. They are also being invested in to powerfully affect the way consumers perceive beauty and social standards. This was very true in 2015 as global promotions of brands affected different parts of the world and thus created a huge stir in consumer behaviour to acquire goods such as accessories that would enhance and embody their sophistication and social status. Filipino consumers spend a significant amount of...

Euromonitor International's Luxury Accessories in Philippines 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

Strong Positive Growth of Luxury Goods Continues

Consumers Desire To Upgrade Their Lifestyle Through Luxury Goods

Fragmented Market Topped by Conspicuous Brands

Consumers Favour Store-based Retailers

Luxury Goods Is Forecast To Witness A Strong Forecast Period

Key Trends and Developments

Luxury Goods Maintains Strength Despite Slowing GDP

Increasing Numbers of Middle-income Consumers Benefit Luxury Goods

Conspicuous Brands Lead the Fragmented Luxury Goods

Store-based Retailers Dominate Luxury Goods Sales

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