

# Luxury Accessories in Poland

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## Abstracts

Luxury brands started to have a bigger impact on luxury accessories in 2015. More luxury brand owners entered Poland and players already present opened new stores. Polish consumers often purchase mass-luxury brands on the internet, attracted by bargain prices. While the majority of consumers chose low- and medium-priced products, there was a noticeable trend towards purchasing personal accessories at higher unit prices. Poles are becoming more conscious of product values and quality, and are no...

Euromonitor International's Luxury Accessories in Poland 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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