

# Luxury Accessories in Thailand

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## Abstracts

Luxury accessories enjoyed a healthy performance registering double-digit current value growth of 11% in 2015. The category recorded value sales of Bt2.2 billion due to fashionable lifestyles. Consumers now tend to own more sun glasses compared to spectacles. On average, local consumers own three pairs of sun glasses in different styles in their collections with some of them adding one pair of luxury sun glasses. On the other hand, existing brands push aggressively by launching new products to...

Euromonitor International's Luxury Accessories in Thailand 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 2020 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

Luxury Goods Registers Positive Sales As Economy Picks Up

Affluent Consumers Prefer Integrated Luxury Lifestyles

More World-class Brands Enter Thai Luxury Goods

Store-based Channel Retains Its Predominance

Intense Competition Predicted for Luxury Goods

Key Trends and Developments

Positive Macro-economic Factors Support Demand for Luxury Goods

Affluent Consumers Enjoy Integrated Luxury Lifestyles

Brand Diversification Remains High in Luxury Goods in Thailand

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