

Luxury Cigars in Germany

<https://marketpublishers.com/r/L4A113C8934EN.html>

Date: May 2014

Pages: 19

Price: US\$ 660.00 (Single User License)

ID: L4A113C8934EN

Abstracts

Luxury cigars in Germany declined in current value for the fifth consecutive year in 2013, although the declines recorded in 2011, 2012 and 2013 were rather low. This ongoing decline makes luxury cigars unique in luxury goods in Germany as all other categories in the industry continue to record positive growth. However, there are numerous factors which may have worked in favour of luxury cigars towards the end of the review period such as the image of success and prestige which is conveyed by...

Euromonitor International's Luxury Cigars in Germany report offers a comprehensive guide to the size and shape of the Luxury Cigars 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 Cigars retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change

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 Cigars 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.

Contents

Headlines

Trends

Distribution

Summary 1 Selected Luxury Cigar Clubs 2013

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Luxury Cigars: Value 2008-2013

Table 2 Sales of Luxury Cigars: % Value Growth 2008-2013

Table 3 Distribution of Luxury Cigars by Format: % Value 2008-2013

Table 4 Forecast Sales of Luxury Cigars: Value 2013-2018

Table 5 Forecast Sales of Luxury Cigars: % Value Growth 2013-2018

Executive Summary

Continued Strong Growth of Luxury Goods in Germany in 2013

Market Able To Profit From Several Quite Favourable Circumstances

Fragmented Landscape With Both Domestic and Multinational Players Active in Luxury Goods in Germany

Store-based Retail Distribution Remains Key, Although Non-store Retailing Sales Grow

Further Growth Expected in Luxury Goods in Germany Over the Forecast Period

Key Trends and Developments

Germany's Strong General Economic Situation Favours Luxury Goods Industry

Cash-rich, Time-poor Consumers Comprise A Demanding Target Group for Luxury Goods

Very Fragmented Competitive Environment in Luxury Goods in Germany

Store-based Non-grocery Specialist Retailers Most Important Distribution Channels

Luxury Goods Increasingly Seen As Investment Opportunities, Particularly Luxury Timepieces

Distribution

Table 6 Selected Luxury Shopping Centres*: 2013

Table 7 Selected Luxury Department Stores: Number of Outlets

Market Data

Table 8 Sales of Luxury Goods by Category: Value 2008-2013

Table 9 Sales of Luxury Goods by Category: % Value Growth 2008-2013

Table 10 NBO Company Shares of Luxury Goods: % Value 2008-2012

Table 11 LBN Brand Shares of Luxury Goods: % Value 2009-2012

Table 12 Distribution of Luxury Goods by Format: % Value 2008-2013

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2013

Table 14 Forecast Sales of Luxury Goods by Category: Value 2013-2018

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2013-2018

Sources

Summary 2 Research Sources

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