

Luxury Cigars in South Korea

<https://marketpublishers.com/r/LEE5D4A318DEN.html>

Date: April 2014

Pages: 18

Price: US\$ 660.00 (Single User License)

ID: LEE5D4A318DEN

Abstracts

South Korea's luxury cigar market could not avoid negative retail value growth in 2013. Value sales declined by 2% to reach Won500 million. This is largely due to a still weak and narrow consumer base, and to such cigars having a relatively higher price than ordinary tobacco. The limited number of cigar specialists in the country also contributed to the negative growth.

Euromonitor International's Luxury Cigars in South Korea 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.

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Executive Summary

Luxury Goods in South Korea Shows Positive Growth

Male Consumers Become Important Drivers of Market Growth

Historically Popular Luxury Brands Account for Substantial Market Shares, But That May Soon Change

Store-based Premium Outlets and Internet Retailing Increasingly Popular

Healthy Future Growth Expected Over the Forecast Period

Key Trends and Developments

Increasing Population of High-income Earners Affects Market Growth

Product Placement and Celebrity Endorsement As Effective Marketing Tools

Historical Luxury Brands Lead the Market

Diversification of Luxury Goods Distribution Channel

Criticism About Corporate Social Responsibilities From Luxury Brands

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