

Luxury Cigars in Taiwan

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Abstracts

Consumers of luxury cigars traditionally consist of financially-stable, older businessmen aged 40 and above; however, the rising popularity of these products among younger men, mainly aged 30 to 40, boosted sales of luxury cigars during the review period. Luxury cigars are perceived to be high class and consumed only by the elite and successful people, thus reflecting a desirable lifestyle. The category continued to be dominated by male consumers.

Euromonitor International's Luxury Cigars in Taiwan 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 NBO Company Shares of Luxury Cigars: % Value 2008-2012

Table 4 LBN Brand Shares of Luxury Cigars: % Value 2009-2012

Table 5 Distribution of Luxury Cigars by Format: % Value 2008-2013

Table 6 Forecast Sales of Luxury Cigars: Value 2013-2018

Table 7 Forecast Sales of Luxury Cigars: % Value Growth 2013-2018

Executive Summary

Steady Demand From Affluent Consumers Sustains Sales

Changing Consumer Values Boost Demand

Luxury Brand Players Continue To Develop A Presence

Retailers Boost Sales Through Price-reduction Strategies

Positive Outlook for Luxury Goods As Economy Strengthens

Key Trends and Developments

Sluggish Economy Does Not Impact Sales of Luxury Goods

Changing Consumer Values Drive Growth

Luxury Brands Increase Focus on Digital Marketing

Luxury Department Stores Increase Efforts To Boost Sales

Strong Demand From Mainland Chinese Tourists Continues

Distribution

Summary 2 Selected Luxury Shopping Centres: Number of Centres

Summary 3 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 4 Research Sources

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