

Luxury Electronic Gadgets in Australia

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Abstracts

Luxury electronic gadgets continued to be impacted by mainstream smartphones in 2015, with consumers appreciating the higher functionality, bigger screen size, better battery life and various other technological advances of the latter. In 2014 Apple released the iPhone 6 and 6 Plus, and Samsung released its latest Galaxy smartphone ranges in early 2015. These devices were revolutionary, with a bigger screen size, better privacy protection, faster charging and various other technological...

Euromonitor International's Luxury Electronic Gadgets in Australia report offers a comprehensive guide to the size and shape of the Luxury Electronic Gadgets 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 Electronic Gadgets retailing along with the development of consumers' shopping patterns. Forecasts to 2019 illustrate how the market is set to change

Product coverage: Luxury Mobile Phones, Luxury Mp3 Players.

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 Electronic Gadgets 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 Maintains Healthy Growth in 2015

Consumers Are Drawn To Customisation and Personalised Offerings

International Luxury Companies Maintain Their Foothold

Online Retailing Slowly Gains Share

Rising Wealth Expected To Support Growth in the Forecast Period

Key Trends and Developments

High Disposable Incomes and Tourist Spending Support Overall Growth

Sustainable and Ethical Luxury Plays A Role in Consumption

No Sign of A Slowdown in Luxury Brands Arriving in Australia

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