

Luxury Electronic Gadgets in China

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Abstracts

The government's crackdown on corruption and the economic slowdown negatively affected the category of luxury electronic gadgets towards the end of the review period; however, it is a concentrated category, with leading players continuing to make efforts to look for new partnerships, increase segmentation and launch new products. For instance, Vertu launched mid-range smartphones with bright colours and stylish designs, which attracted more consumers to the category and helped to boost growth.

Euromonitor International's Luxury Electronic Gadgets in China 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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Luxury Goods Returns To Growth in China in 2015

Luxury Goods for Children Become New Growth Focus

Competition Intensifies As Niche Luxury Brands Increase in Popularity

Non-grocery Specialists Dominates Distribution of Luxury Goods

Improved Performance Is Expected in the Forecast Period

Key Trends and Developments

Ever-changing Economic Factors Impact Luxury Goods

Younger Consumers of Luxury Goods Are Driving Diversification

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