

Luxury Electronic Gadgets in Germany

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Abstracts

Luxury electronic gadgets grew by 5% in current value terms in 2015 to reach €26 million, with 13,400 units sold. For the second year in a row, and for the first time by a clear distance, luxury mobile phones outperformed sales of mobile phones overall. The reason for the comparatively lower sales of luxury mobile phones compared to non-luxury mobile phones in the earlier years of the review period was the boom in smartphones, whereby many Germans phased out their old mobile phones and replaced...

Euromonitor International's Luxury Electronic Gadgets in Germany 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 Mainly Purchased in Store-based Non-grocery Channels

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