

Luxury Electronic Gadgets in Hong Kong, China

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Abstracts

Luxury mobile phones in Hong Kong were impacted in 2015 by the decline in tourist arrivals, particularly from Mainland China. Chinese tourists, which Hong Kong's luxury market largely depends upon, are choosing to visit other luxury markets such as Japan, Korea and Europe. This is due to the continuing effects from the social unrest of 2014 and the strength of the US dollar, which the Hong Kong dollar is pegged to. Chinese tourists also consider these other luxury markets to be more exciting...

Euromonitor International's Luxury Electronic Gadgets in Hong Kong, 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 2020 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 Market Experiences Overall Stagnant Growth in 2015

Foreign Expenditure Decreases Amid Slowdown in Tourist Arrivals

Luxury Brands Compete on Exclusivity and Digital Engagement

Store-based Retailing Remains the Retail Channel of Choice

Further Slowdown in Retail Value Growth Is Expected Over the Forecast Period

Key Trends and Developments

Slowing Economic Growth in Hong Kong and China Dampens Luxury Spending

Luxury Culture Matures and Sees Greater Non-traditional Marketing and Digital Engagement

Luxury Brands Streamline Operations Through Product and Store Consolidation

Internet Retailing Records Slow Growth But Becomes Indispensable Promotional Tool

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