

Luxury Electronic Gadgets in Italy

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Abstracts

Luxury electronic gadgets enjoyed solid demand during 2015, with volume and current value sales increasing by 2% and 3%, respectively. Category sales have been entirely comprised of luxury mobile phones since luxury MP3 players were withdrawn from the market in 2011. As a result, luxury electronic gadgets is a niche category generating sales of only €36 million in 2015. Occupying such a small niche, luxury electronic gadgets is therefore less affected by trends that impact on other categories,...

Euromonitor International's Luxury Electronic Gadgets in Italy 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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Slow But Steady Growth for Luxury Goods in 2015

Positive Performance for All Luxury Goods Categories

Significant Fragmentation Continues To Characterise the Luxury Goods Market

Non-grocery Specialists Remains the Leading Channel While the Internet Makes Headway

Despite A Faltering Economy, Foreign Demand Set To Remain Strong for Luxury Goods

Key Trends and Developments

Adverse Economic Conditions, Both at Home and Abroad, Continue To Hinder Sales of Luxury Goods

Retailers Become More Inventive in Order To Appeal To A More Eclectic Consumer Mix

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