

# Luxury Electronic Gadgets in Japan

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## Abstracts

Although luxury goods saw growth in all other categories in Japan in 2015, this was not the case in luxury electronic gadgets. This was mainly because most Japanese consumers do not see electronic gadgets as luxury goods as they are satisfied with the features and capabilities of non-luxury smartphones and tablets. As luxury electronic gadgets is such a niche area, manufacturers are no longer teaming up with luxury brands to launch new mobile phones and/or MP3 players in Japan, which are seen...

Euromonitor International's Luxury Electronic Gadgets in Japan 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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Japan's Luxury Market Continues To Perform Well

Growth Driven by Both Tourists and Affluent Domestic Consumers

International Brands Continue To Dominate the Japanese Luxury Market

Non-grocery Specialists and Mixed Retailers Remain the Leading Distribution Channels

Further Strong Growth Expected Over the Forecast Period

Key Trends and Developments

Luxury Goods Market in Japan Remains Strong Thanks To A Surging Number of Foreign Tourists

Consumers in Their 40s Remain the Most Significant Group Among High-income Earners

International Brands Continue To Dominate the Japanese Luxury Market

Burberry Terminating Its Licensing Contract With Sanyo Shokai in June 2015 Indicates the End of Luxury Licensing

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