

Luxury Electronic Gadgets in Mexico

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Abstracts

During 2015 TAG Heuer disappeared from luxury electronic gadgets in Mexico due to an internal strategy and a very niche consumption of the product in Mexico leaving only some inventory which is expected to disappear in 2016. This situation leaves just Blackberry Porsche Design, from Research in Motion Ltd.

Euromonitor International's Luxury Electronic Gadgets in Mexico 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Luxury Electronic Gadgets by Category: Value 2010-2015

Table 2 Sales of Luxury Electronic Gadgets by Category: % Value Growth 2010-2015

Table 3 NBO Company Shares of Luxury Electronic Gadgets: % Value 2010-2014

Table 4 LBN Brand Shares of Luxury Electronic Gadgets: % Value 2011-2014

Table 5 Distribution of Luxury Electronic Gadgets by Format: % Value 2010-2015

Table 6 Forecast Sales of Luxury Electronic Gadgets by Category: Value 2015-2020

Table 7 Forecast Sales of Luxury Electronic Gadgets by Category: % Value Growth 2015-2020

Executive Summary

Limit on Anti-money Laundry Legislation Increases Following Rise in Minimum Wage
Appreciation in US Dollar Benefits Domestic Sales

Competitive Environment Widens To Offer More To Mexican Consumers

Internet Retailing Channel Sees Lack of Interest and Investment Among Designer
Brands

Outlook for Luxury Goods Brands Remains Positive for the Forecast Period

Key Trends and Developments

Consumers Support Sales of Luxury Goods Despite A Rise in the US Dollar

Mexican Consumers Continue To Show Off Their Achieved Status

Luxury Brands Use New Promotional Strategies To Compete With Existing and New
Players

Despite Efforts To Increase Internet Sales, Distribution Remains Largely Unchanged
Distribution

Summary 1 Selected Luxury Shopping Centres: 2015

Summary 2 Selected Luxury Department Stores: 2015

Market Data

Table 8 Sales of Luxury Goods by Category: Value 2010-2015

Table 9 Sales of Luxury Goods by Category: % Value Growth 2010-2015

Table 10 NBO Company Shares of Luxury Goods: % Value 2010-2014

Table 11 LBN Brand Shares of Luxury Goods: % Value 2011-2014

Table 12 Distribution of Luxury Goods by Format: % Value 2010-2015

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2015

Table 14 Forecast Sales of Luxury Goods by Category: Value 2015-2020

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2015-2020
Sources

Summary 3 Research Sources

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