

Luxury Electronic Gadgets in Mexico

<https://marketpublishers.com/r/LCB74AF0336EN.html>

Date: January 2016

Pages: 17

Price: US\$ 660.00 (Single User License)

ID: LCB74AF0336EN

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.

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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

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