

Luxury Electronic Gadgets in the Philippines

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Abstracts

With the advancement of technology comes exciting features of mobile phones from very famous premium brands in the market. The latest models are coveted by consumers across ages, genders and income levels. Players in luxury electronic gadgets widened the category's approach in 2015 by extending features of aesthetics and technology to attract a larger consumer base from its very exclusive circle of users to achieve a more stable growth. With lower-priced models that maintain exclusivity of...

Euromonitor International's Luxury Electronic Gadgets in Philippines 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 2019 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

Strong Positive Growth of Luxury Goods Continues

Consumers Desire To Upgrade Their Lifestyle Through Luxury Goods

Fragmented Market Topped by Conspicuous Brands

Consumers Favour Store-based Retailers

Luxury Goods Is Forecast To Witness A Strong Forecast Period

Key Trends and Developments

Luxury Goods Maintains Strength Despite Slowing GDP

Increasing Numbers of Middle-income Consumers Benefit Luxury Goods

Conspicuous Brands Lead the Fragmented Luxury Goods

Store-based Retailers Dominate Luxury Goods Sales

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