

Luxury Electronic Gadgets in South Africa

<https://marketpublishers.com/r/LDFE3497F63EN.html>

Date: January 2016

Pages: 15

Price: US\$ 660.00 (Single User License)

ID: LDFE3497F63EN

Abstracts

Luxury mobile phones include features such as titanium/platinum bodies, leather covers, diamond/sapphire embellishments and other services, such as a five-star rated Concierge service. As luxury mobile phones have unit prices exceeding R100,000, they are usually beyond the reach of most South African citizens. Such a distinction has been a key selling point for most retailers trying to attract wealthy South Africans seeking to own products that make them highly distinct from ordinary consumers...

Euromonitor International's Luxury Electronic Gadgets in South Africa 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

Luxury Continues To Post Stable Growth

South Africa Is Well-positioned As the Gateway To the Continent's Luxury Market

the Luxury Market Remains Fragmented Across Most Categories

Boutiques Continue To Be the Preferred Distributors of Luxury Goods

Demand for Luxury Is Expected To Remain Stable Over the Forecast Period

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