

# Luxury Electronic Gadgets in Switzerland

<https://marketpublishers.com/r/LB065A0DED4EN.html>

Date: December 2015

Pages: 19

Price: US\$ 660.00 (Single User License)

ID: LB065A0DED4EN

## Abstracts

LVMH Swiss Manufactures, the owner of the world-renowned Tag Heuer brand, withdrew from luxury mobile phones in 2014, and Bang & Olufsen withdrew two years before that. Luxury mobile phones are affordable only by the super-rich, and therefore this remains a niche. Consequently, there is room for very few brands in the category, which led to the withdrawal of some of the leading manufacturers, due to the lack of market potential for their brands.

Euromonitor International's Luxury Electronic Gadgets in Switzerland 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.

## 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

Luxury Goods Faces Stagnation

Unit Prices Continue To Fall in Switzerland

A Fragmented Competitive Landscape

Specialist Retailers Continue To Dominate

Low Value Growth Is Expected

Key Trends and Developments

Positive Economic Growth, But the Strong Currency Impacts the Growth of Luxury Goods

Foreign Retail Expenditure Loses Its Impetus in Luxury Goods

Luxury Goods Players Diversify Their Portfolios To Cover Various Price Points

the Importance of Specialist Retailers Continues

Distribution

Table 8 Selected Luxury Shopping Centres: 2015

Table 9 Selected Luxury Department Stores: 2015

Market Data

Table 10 Sales of Luxury Goods by Category: Value 2010-2015

Table 11 Sales of Luxury Goods by Category: % Value Growth 2010-2015

Table 12 NBO Company Shares of Luxury Goods: % Value 2010-2014

Table 13 LBN Brand Shares of Luxury Goods: % Value 2011-2014

Table 14 Distribution of Luxury Goods by Format: % Value 2010-2015

Table 15 Distribution of Luxury Goods by Format and Category: % Value 2015

Table 16 Forecast Sales of Luxury Goods by Category: Value 2015-2020

Table 17 Forecast Sales of Luxury Goods by Category: % Value Growth 2015-2020

## Sources

### Summary 1 Research Sources

## I would like to order

Product name: Luxury Electronic Gadgets in Switzerland

Product link: <https://marketpublishers.com/r/LB065A0DED4EN.html>

Price: US\$ 660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LB065A0DED4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970