

Luxury Electronic Gadgets in Taiwan

<https://marketpublishers.com/r/L4FDA60D0F6EN.html>

Date: January 2016

Pages: 14

Price: US\$ 660.00 (Single User License)

ID: L4FDA60D0F6EN

Abstracts

Chinese tourists flood into Taiwan for sightseeing as well as to purchase luxury goods. Due to the Chinese government's constraints on luxury goods, Chinese consumers buy luxury goods outside China. Taiwan and Hong Kong are popular destinations for Chinese tourists to visit. Chinese tourists purchase luxury goods out of the vanity that says he/she must be very rich to buy expensive goods without a second thought. As a result, expenditure on luxury goods from Chinese tourists is incredibly high.

Euromonitor International's Luxury Electronic Gadgets in Taiwan 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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Changing Public Mindset Towards Luxury Goods Slows Down Sales Growth

Shopping Mall and Outlet Openings Increase the Presence and Variety of Luxury Brands

Unfavourable Euro Exchange Rate Forces Luxury Brands To Reduce Selling Price

Department Stores and Shopping Malls Are Major Distribution Channels

Positive Growth for Luxury Goods Is Expected Over the Forecast Period

Key Trends and Developments

Younger Generation Saves Less and Spends Outside the Home More

Female Workforce Contributes To Sales of Luxury Goods

Celebrity Marketing Attracts Attention To Luxury Brands

Growing Number of Luxury Department Stores Increase Coverage of Luxury Brands

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