

Luxury Electronic Gadgets in Turkey

<https://marketpublishers.com/r/LDE1D2C545CEN.html>

Date: December 2015

Pages: 19

Price: US\$ 660.00 (Single User License)

ID: LDE1D2C545CEN

Abstracts

The growth rate over the review period as a whole for luxury mobile phones was lower than that for regular alternatives, as luxury mobile phones are the prerogative of a small group of super-rich people. As a result, this product type accounts for a negligible share of overall sales of mobile phones in Turkey. According to trade sources, half of the luxury mobile phones sold in Turkey are bought by wealthy tourists. The price of brands such as Vertu (Vertu Corp Ltd) is lower in Turkey than in...

Euromonitor International's Luxury Electronic Gadgets in Turkey 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 Continues To Show Positive Growth in 2015

Luxury Goods for Men Become A Growth Driver

New Luxury Brands Intensify the Competition

Positive Outlook

Key Trends and Developments

Despite the Macroeconomic Deterioration, Luxury Goods Sales Continue To Grow

Competition Amongst the Leading Luxury Brands in Turkey

Distribution

Summary 1 Selected Luxury Shopping Centres: 2015

Summary 2 Selected Luxury Department Stores: 2015

Market Data

Table 8 Sales of Luxury Goods by Category: Value 2010-2015

Table 9 Sales of Luxury Goods by Category: % Value Growth 2010-2015

Table 10 NBO Company Shares of Luxury Goods: % Value 2010-2014

Table 11 LBN Brand Shares of Luxury Goods: % Value 2011-2014

Table 12 Distribution of Luxury Goods by Format: % Value 2010-2015

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2015

Table 14 Forecast Sales of Luxury Goods by Category: Value 2015-2020

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2015-2020

Sources

Summary 3 Research Sources

I would like to order

Product name: Luxury Electronic Gadgets in Turkey

Product link: <https://marketpublishers.com/r/LDE1D2C545CEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LDE1D2C545CEN.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