

Luxury Goods: How is Digital Shaping the Industry

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Abstracts

Digital technology has led to major shifts in how luxury consumers live, work, shop and play. Digital advances continue to influence how these consumers behave both inside and outside the merchant environment, whilst simultaneously giving key players the tools they need to enhance the customer service and engagement process. This report explores some key elements that define connected consumers, and shares insight on how luxury players are keeping up with them.

Euromonitor International's Luxury Goods: How is Digital Shaping the Industry global briefing offers an insight into the size and shape of the luxury goods industry, highlights buzz topics, emerging trends as well as pressing industry issues, their effects on luxury goods retailing in markets around the world and on the development of consumers' shopping patterns. Forecasts illustrate how the market is set to change and criteria for success. In short, it identifies the opportunity zones within luxury goods industry

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Luxury Cars, Personal Luxury.

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 Goods 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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