

Luxury Goods in Asia Pacific: What Happens When the Good Times Stall?

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Date: May 2015

Pages: 48

Price: US\$ 1,325.00 (Single User License)

ID: LCCC59D8AF3EN

Abstracts

Luxury goods have flourished in Asia Pacific for more than a decade, spurred on by booming economies, surging retail investment and an increasingly aspirational middle class. However, the good times have started to stall. China has clamped down on ostentation, Hong Kong is in the throes of civil unrest, and formerly buoyant economies are slowing down. Luxury brands are facing a potential power shift in global demand, from East to West, and the strategic implications are far reaching.

Euromonitor International's Luxury Goods in Asia Pacific: What Happens When the Good Times Stall? 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: Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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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