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Luxury Goods in the BRIC Countries: Why They are Still Crucial to the Industry Landscape

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Abstracts

The rise of emerging markets has been a key defining feature of the luxury goods industry. This feature could not be more apparent than in the BRICs which have been the destination of choice for many luxury brands. International luxury brands continue to navigate challenging operating environments across the BRICs to capitalise on the growing wealth and booming middle classes. This briefing compares and contrasts the luxury goods landscape across the BRICs and assesses a number of key trends.

Euromonitor International's Luxury Goods in the BRIC Countries: Why They are Still Crucial to the Industry Landscape 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 (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, 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.

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Pinpoint growth sectors and identify factors driving change;

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