

Luxury Goods in China

<https://marketpublishers.com/r/L33F70A620BEN.html>

Date: October 2023

Pages: 45

Price: US\$ 1,210.00 (Single User License)

ID: L33F70A620BEN

Abstracts

Retail value sales of luxury goods in China grew by 6% in 2023 in current terms, to stand at CNY3 trillion. Growth in sales was fuelled by several factors during the post-lockdown period. One significant driver was a desire amongst affluent consumers to reward themselves after enduring hardships during the pandemic. As restrictions eased and a semblance of normalcy returned, individuals sought to reclaim their pre-pandemic lifestyles, resulting in increased spending on luxury goods. Sales also b...

Euromonitor International's Luxury Goods in China report offers a comprehensive guide to the size and shape of the Luxury Goods 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 Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

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

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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