

Luxury Goods in Taiwan

<https://marketpublishers.com/r/LD90D343087EN.html>

Date: October 2023

Pages: 42

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

ID: LD90D343087EN

Abstracts

Retail value sales of luxury goods in Taiwan grew by 9% in 2023 in current terms to amount to TWD502.9 billion. Development was still widely defined by a return to more normal consumer behaviour in terms of working, shopping, and spending on luxury goods, as those consumers that could afford to, looked to treat themselves by shopping in high-end stores following lockdown. The latter part of the review period also saw a return to travelling amongst affluent consumers, which had a noticeable posit...

Euromonitor International's Luxury Goods in Taiwan 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.

Contents

LUXURY GOODS IN TAIWAN

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 1 Sales of Luxury Goods by Category: Value 2018-2023

Table 2 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 4 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 5 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 6 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 7 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

EXPERIENTIAL LUXURY IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023

Luxury hotels records the highest value increase within the category overall in 2023

Formosa International Hotels Corp holds the lead in experiential luxury in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales look set to increase over the forecast period

Luxury hotels looks likely to see the best performance over the forecast period

CATEGORY DATA

Table 9 Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

FINE WINES/CHAMPAGNE AND SPIRITS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Luxury spirits sees the most significant value sales in 2023

Fine wines/champagne and spirits is led by Mo?t-Hennessy Taiwan in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of fine wines/champagne and spirits set to increase in constant 2023 terms over 2023-2028

Fine wines set to see the most dynamic percentage CAGR rise during forecast period

CATEGORY DATA

Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 18 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 19 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

PREMIUM AND LUXURY CARS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars records positive current retail value sales growth in 2023

Number of premium and luxury cars on the rise

Premium and luxury cars is led by Daimler AG in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars forecast to rise over 2023-2028

E-commerce sales look set to become more prominent

Electric cars climb in importance

CATEGORY DATA

Table 21 Sales of Premium and Luxury Cars: Value 2018-2023

Table 22 Sales of Premium and Luxury Cars: % Value Growth 2018-2023

Table 23 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2022

Table 24 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 26 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

PERSONAL LUXURY IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees a rise in current retail value sales in 2023

Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)

Luxury eyewear sees rising value sales in 2023

Luxury jewellery retail value sales increase in 2023

Value sales of luxury leather goods increase in 2023

Luxury wearables electronics sees relatively low value sales in 2023

Luxury timepieces sees value increase

Value sales of luxury writing instruments and stationery on the rise in 2023

Value of super premium beauty and personal care sees a sales rise

Kering SA holds the lead in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales look set to rise in 2023 constant terms during the forecast period

Luxury leather goods set to remain biggest subcategory in value terms in 2028

Luxury timepieces is expected to see the most dynamic percentage growth over forecast period

CATEGORY DATA

Table 27 Sales of Personal Luxury by Category: Value 2018-2023

Table 28 Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 30 LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 31 Distribution of Personal Luxury by Format: % Value 2018-2023

Table 32 Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 33 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

I would like to order

Product name: Luxury Goods in Taiwan

Product link: <https://marketpublishers.com/r/LD90D343087EN.html>

Price: US\$ 1,210.00 (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/LD90D343087EN.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