

Luxury Jewellery and Timepieces in Taiwan

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Abstracts

Many young couples choose wedding rings with luxury brands. Traditionally, wedding rings have been gold, and bought from gold jewellery specialists. As the society has become more westernised, gold is considered to be out of fashion whilst silver with diamonds is becoming popular. Luxury brands coming from Western countries have more products designed in silver with diamonds. Thus, these luxury brands have the opportunity to win couples' favour when choosing wedding rings. Besides, watches are...

Euromonitor International's Luxury Jewellery and Timepieces in Taiwan report offers a comprehensive guide to the size and shape of the Luxury Jewellery and Timepieces 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 Jewellery and Timepieces retailing along with the development of consumers' shopping patterns. Forecasts to 2020 illustrate how the market is set to change

Product coverage: Luxury Jewellery, Luxury Timepieces.

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 Jewellery and Timepieces 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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Executive Summary

Changing Public Mindset Towards Luxury Goods Slows Down Sales Growth

Shopping Mall and Outlet Openings Increase the Presence and Variety of Luxury Brands

Unfavourable Euro Exchange Rate Forces Luxury Brands To Reduce Selling Price

Department Stores and Shopping Malls Are Major Distribution Channels

Positive Growth for Luxury Goods Is Expected Over the Forecast Period

Key Trends and Developments

Younger Generation Saves Less and Spends Outside the Home More

Female Workforce Contributes To Sales of Luxury Goods

Celebrity Marketing Attracts Attention To Luxury Brands

Growing Number of Luxury Department Stores Increase Coverage of Luxury Brands

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