

Luxury Jewellery and Timepieces in Thailand

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Abstracts

A number of consumers utilise luxury jewellery and timepieces as status symbols. Dynamic demand is witnessed for luxury jewellery among target consumers in Thailand, as they adopt it for their own fashionable collections or give to other people as a special gift. They mix and match luxury jewellery with designer apparel for special occasions. While demand for luxury jewellery tends to heavily rely on women, demand for timepieces is evident more among men. Demand for timepieces was stable and...

Euromonitor International's Luxury Jewellery and Timepieces in Thailand 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

Luxury Goods Registers Positive Sales As Economy Picks Up

Affluent Consumers Prefer Integrated Luxury Lifestyles

More World-class Brands Enter Thai Luxury Goods

Store-based Channel Retains Its Predominance

Intense Competition Predicted for Luxury Goods

Key Trends and Developments

Positive Macro-economic Factors Support Demand for Luxury Goods

Affluent Consumers Enjoy Integrated Luxury Lifestyles

Brand Diversification Remains High in Luxury Goods in Thailand

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