

Luxury Travel Goods in Hong Kong, China

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Abstracts

Consumers showed dynamic change in their shopping habits and preferences in luxury travel goods over the review period. Growing numbers of middle-class consumers aspired to the possession of luxury items and, at the same time, sought niche and exclusive designs with traces of personalisation. Such preference is growing prominent in luxury travel goods.

Euromonitor International's Luxury Travel Goods in Hong Kong, China report offers a comprehensive guide to the size and shape of the Luxury Travel 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 Travel Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2019 illustrate how the market is set to change

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 Travel 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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Executive Summary

Luxury Brands Face Headwinds in 2014

Shoppers Demand Exclusivity and Better Retail Services

Competition Intensifies As Niche Luxury Brands Grow Strongly

Brand Boutiques Remain the Most Popular Channel of Purchase

Sales of Luxury Goods Are Expected To See Small But Positive Growth

Key Trends and Developments

Economic Slowdown in Mainland China Softens Demand of Luxury Goods in Hong Kong

Shopping Behaviour and Profiles of Mainland Chinese Tourists Are Changing Rapidly

M&a Activities and Store Rejuvenation Increase As Luxury Goods Market Grows

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