

Luxury Travel Goods in Switzerland

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Abstracts

In Switzerland, luxury travel goods are widely viewed as fashion accessories which convey style, practicality, functionality and durability and these factors strongly influence the consumer purchasing decision in the category. Moreover, luxury travel goods also add to the prestige and status of the user and therefore consumers often pay a lot of attention to the brand name under which products are offered. Swiss society is highly status conscious and based on traditional values, for which...

Euromonitor International's Luxury Travel Goods in Switzerland 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 2018 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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Growth in Internet Retailing Has A Strong Positive Impact on Luxury Goods Brands

Multinational Companies Maintain A Strong Presence

Specialist Retailers Dominate Distribution

Luxury Goods Is Expected To Perform Well in Switzerland During the Forecast Period

Key Trends and Developments

An Affluent Society Fuels Growth in Luxury Goods

Swiss Consumers Have A Preference for Fashionable Products

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