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Luxury Brand Routes to Market: Exclusivity vs Expansion

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Abstracts

Luxury brands are adjusting to an environment in which buying power is switching to emerging markets, while consumers in developed regions are making luxury purchases across a widening range of distribution formats, including outlet stores and online. This leaves the luxury industry facing a central dilemma: how can it access consumers in new markets, and through new channels, while at the same time maintaining the key luxury attributes of rarity, exclusivity and, consequently, desirability?

Euromonitor International's Luxury Brand Routes to Market: Exclusivity vs Expansion global briefing offers an insight into the size and shape of the luxury goods industry, highlights buzz topics, emerging trends as well as pressing industry issues, their effects on luxury goods retailing in markets around the world and on the development of consumers' shopping patterns. Forecasts illustrate how the market is set to change and criteria for success. In short, it identifies the opportunity zones within luxury goods industry

Product coverage: Designer Clothing And Footwear, Fine Wines/Champagne And Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Fine China And Crystal Ware, Luxury Jewellery And Timepieces, Luxury Tobacco, Luxury Travel Goods, Luxury Writing Instruments And Stationery, Super Premium Beauty And Personal Care.

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;

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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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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