

LVMH Moët Hennessy Louis Vuitton SA in Luxury Goods (France)

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Abstracts

The owner of Le Bon Marché, LVMH Moët Hennessy Louis Vuitton, is not expected to change the strategy of its department store over the forecast period. New outlets are not forecast to open in the country, and its premium positioning is likely to be maintained. In order to compete for sales, Le Bon Marché will probably invest further in advertising in order to attract local consumers, but also tourists who visit the capital. No major changes are forecast for its private label range. Le Bon Marché...

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