

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

<https://marketpublishers.com/r/L5931844807EN.html>

Date: November 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L5931844807EN

## 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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Portable Consumer Electronics, Luxury Timepieces, 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;

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.

## Contents

Strategic Direction

Key Facts

Summary 1 LVMH Moët Hennessy Louis Vuitton SA: Key Facts

Summary 2 LVMH Moët Hennessy Louis Vuitton SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 LVMH Moët Hennessy Louis Vuitton SA: Private Label Portfolio

Competitive Positioning

Summary 4 LVMH Moët Hennessy Louis Vuitton SA: Competitive Position 2015

## I would like to order

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

Product link: <https://marketpublishers.com/r/L5931844807EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L5931844807EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970