

# Moncler SpA in Luxury Goods (World )

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## Abstracts

In December 2013, Moncler undertook an IPO on the Milan Stock Exchange. This move reflects a new, more aggressive and more international Moncler, which wants to move beyond its reliance on padded ski jackets into new categories. Success in China has encouraged the company to look to new untapped markets, such as Brazil and Russia. Moncler has the potential to develop into a significant luxury player if it can make the transition into new categories, such as luxury bags.

Euromonitor International's Moncler SpA in Luxury Goods (World ) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Luxury Goods industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, 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;

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 Evaluation  
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Market Assessment  
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Other Category Opportunities  
Brand Strategy  
Operations  
Recommendations

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