

# Personal Luxury in Asia Pacific

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## Abstracts

Asia Pacific is the most dynamic region for personal luxury, underpinned by huge demand in China, high value sales and consumer affluence in developed markets such as Japan, South Korea and Hong Kong, and rising levels of expenditure in fast-growing emerging markets such as India. Surging demand was largely unchecked until the outbreak of Coronavirus (COVID-19), but even with this derailment, growth prospects remain positive.

Euromonitor International's Personal Luxury in Asia Pacific 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:** Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

**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.

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