

Personal Luxury in Brazil

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Abstracts

Personal luxury retail sales grew by 8% in current value terms to reach BRL17.8 billion in 2023, supported by growth being recorded by leading players like Puig Brasil Comercializadora de Perfumes S/A, LVMH Fashion Group Brasil Ltda and Procosa Produtos de Beleza Ltda. Sales in 2023 were boosted by investment in luxury goods such as designer apparel and footwear (ready-to-wear) and luxury eyewear as an alternative asset class. Moreover, the idea that many goods like this can be used as a way of...

Euromonitor International's Personal Luxury in Brazil report offers a comprehensive guide to the size and shape of the Personal Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, 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 Personal Luxury 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

PERSONAL LUXURY IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury records rising current value sales in 2023

Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear)

Luxury eyewear continues recording double-digit current value growth in 2023

Luxury jewellery retail value sales continue to rise in 2023

Luxury leather goods continues growing in 2023

Luxury timepieces sees increasing value sales

Value sales of writing instruments and stationery on the up in 2023

Value sales of super-premium beauty and personal care on the rise

Puig leads personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales expected to increase at 2023 constant prices over the forecast period

Diverse digital strategies reveal there is no “one size fits all” strategy

Luxury brands deal with the challenge of attracting younger audiences and sustainability issues

CATEGORY DATA

Table 1 Sales of Personal Luxury by Category: Value 2018-2023

Table 2 Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 4 LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 5 Distribution of Personal Luxury by Format: % Value 2018-2023

Table 6 Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 7 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

LUXURY GOODS IN BRAZIL

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2018-2023

Table 9 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 11 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 12 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 14 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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