

Personal Luxury in Western Europe

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Date: March 2019

Pages: 86

Price: US\$ 1,325.00 (Single User License)

ID: P825C07FC0CEN

Abstracts

Despite political volatility in the region, the personal luxury industry has remained resilient thanks to strong international expenditure and favourable exchange rates. Technology and personal care have and will continue to drive growth; heritage brands can no longer ignore the rise of internet retailing, and social media marketing and usage. Meanwhile, beauty and luxury wearables are the big success stories, as luxury consumers prioritise looking and feeling their best, no matter the price.

Euromonitor International's Personal Luxury in Western Europe 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, Luxury Cars, Personal Luxury.

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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