

# Picot & Moss in Luxury Goods (South Africa)

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## Abstracts

Picot and Moss is expected to make vigorous efforts to grow sales and maintain or increase its share during the forecast period. There are strong prospects for growing consumer demand for luxury goods in South Africa but there is a need to raise awareness and increase the accessibility of luxury mobile phones and timepieces. This may result in the company increasing its marketing during the forecast period. The company is for example likely to use advertising to boost high-income consumers'...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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