

Prada SpA in Luxury Goods (World)

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Abstracts

Prada SpA, operator of the Prada and Miu Miu brands, has impeccable fashion credentials, derived in large part from its joint CEO and head designer Miuccia Prada. However, an aggressive retail expansion strategy, a shift upmarket and a focus on high ticket leather goods has left the company stranded, as market conditions in its key Asia Pacific markets have changed. The brands remain highly credible, but the company needs to revise its retail, price and product strategies to regain momentum.

Euromonitor International's Prada 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 and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Leather 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.

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