

# Ralph Lauren Corp in Luxury Goods (Mexico)

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## Abstracts

Ralph Lauren's strategy is to maintain its sales in Mexico through other distributors as it has no plans of having its own stores. In Mexico its more profitable brands are expected to remain Ralph Lauren, Polo Ralph Lauren and to a lesser extent Chaps, due to the wider distribution of the first two brands.

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

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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