

Shifting Channels in Luxury and Fashion

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Abstracts

After a dramatic rise during the pandemic, global growth in e-commerce sales in fashion has slowed with the easing of restrictions. As consumers become more discerning in their fashion spending in the context of high inflation and the climate emergency, building an omnichannel presence incorporating sustainability should be at the heart of industry players' strategies, to deliver the convenience of e-commerce, but also the distinctive experiences that only the physical world can offer.

Euromonitor International's Shifting Channels in Luxury and Fashion 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, Personal Luxury, Premium and Luxury Cars.

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

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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.

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