

Sustainability: The New Battlefield in Luxury

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Abstracts

The last 30 years witnessed more damage to our planet than in the previous five billion years. Environmental threats and the need for sustainability are shaping how luxury companies do business, as well as how consumers show brand loyalty. This briefing will investigate these issues and look at why they are crucial for critical business decisions across the luxury landscape, with case studies of companies and brands that are adapting to such changes in order to succeed and make a difference.

Euromonitor International's Sustainability: The New Battlefield in Luxury 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

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.

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Contents

Introduction
Global Challenges Facing Luxury
Corporate Landscape in Sustainability
Response from Key Luxury Categories
Outlook
Definitions

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