

Travel Retail in Taiwan

<https://marketpublishers.com/r/T0BCDFC421BEN.html>

Date: September 2014

Pages: 14

Price: US\$ 990.00 (Single User License)

ID: T0BCDFC421BEN

Abstracts

The healthy performance of outbound and domestic tourism in 2013 led to a 10% current value sales increase in travel retail in 2013. Taiwanese consumers increasingly view travel as a hobby or interest, as well as a means to get away and relax from busy lifestyles. This has increased the frequency of outbound and domestic trips.

Euromonitor International's Travel Retail in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

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

Why buy this report?

Get a detailed picture of the Travel Retail 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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