

Global Luxury Goods Market Report: 2010 Edition

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Abstracts

Luxury market is a broad term that encompasses perfumes, jewellery, watches, clothes, footwear and many more. Based on the utility, and the amount of money spent on buying the product, it can be defined as 'a luxury product'. Such goods are meant to show off a person's prosperity, lavishness, and also serve as a medium of self-expression. This high end market, which was once considered to be accessible only for the elite, has undergone drastic changes with middle income consumers showing interest towards the consumption of luxury goods.

The luxury goods market has grown tremendously for the past few years. Amongst all the segments, watches account for the largest share in the global market. More than half of the demand of gold and diamond has been in the jewellery making. India consumes more than one fourth of the total gold produced. In recent years, there has been a shift in the consumer preferences towards platinum. In the luxury watch market, the Swiss watches dominate the luxury goods market, accounting for almost 100% of the global luxury watch production. In the global champagne market, France has been the main producer, and accounts for more than 50% of the global share. Europe has been the largest market for luxury goods in the world and as per the nationality of the luxury consumers, Japan leads having more than one-fourth of the luxury consumers.

The luxury goods market is directly correlated with the global economic conditions. Thus, GDP has been one of the major factors affecting the market. Also the growing population of high net worth individuals and the increasing demand from the emerging economies is expected to boost the global market. There has been a trend in the market that people spend more on the luxury goods while traveling.

The global luxury goods market has been analyzed in the current report. On a regional basis, the top two markets Japan and China have also been profiled. The report analyses various segments of the luxury goods market - jewellery, watches, perfumes &

cosmetics, and wine & spirits. It also profiles the four major players involved in the luxury goods market: LVMH Moët Hennessy Louis Vuitton, Richemont, Hermès and the Swatch Company, along with their key strategies for growth.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. LUXURY GOODS: AN OVERVIEW

Market Definition

Consumer Segments of Luxury Market

2. GLOBAL LUXURY GOODS MARKET

Market Value & Growth Rate

Market Segmentation

Breakdown by Region

Luxury Brands Ranking

Consumer Demographics

3. LUXURY GOODS MARKET-SEGMENTS

3.1 Global Jewellery Market

Gold Demand by Value & Volume

Diamond Production by Region

Platinum Supply by Region

3.2 Luxury Watch Market

Swiss Watch Export Growth

Exports by Destination

Exports by Material

Market Share of Major Brands

3.3 Perfumes and Cosmetics

Market Overview

Major Players

3.4 Spirits and Wine

Champagne Shipment Growth

Shipments by Region

Cognac Shipments Breakdown

4. REGIONAL ANALYSIS OF LUXURY GOODS MARKET

4.1 Japan Luxury Market

Market Overview

4.2 China Luxury Market

Market Overview

5. LUXURY MARKET DYNAMICS

5.1 Market Trends

5.1.1 Mergers and Acquisitions

5.2 Growth Drivers

5.2.1 GDP Growth

5.2.2 Growing Percentage of High Net Worth Individuals

5.2.3 Rising Demand For Luxury Goods In Emerging Markets

5.2.4 Tourists Arrivals Worldwide

5.2.5 Rising Popularity of Online Shopping

6. ISSUES AND CHALLENGES

6.1 Impact of Economic Environment

6.2 Increasing Trend of Counterfeiting

7. COMPETITIVE LANDSCAPE OF LUXURY GOODS MARKET

Major Luxury Companies

Product Portfolio Comparison

8. COMPANY PROFILES

8.1 LVMH Moet Hennessy Louis Vuitton

Overview

Key Financials

Business Strategies

Creativity and Innovation

Improving Product Portfolio

Focus on Brand Image

8.2 Richemont

Overview

Key Financials

Business Strategies

Flexibility of Business Operation

Diversified Geographical Presence

8.3 Hermes International SCA

Overview

Key Financials

Business Strategies

Expansion of Distribution Network

Focus on Innovation

8.4 Swatch Group

Overview

Key Financials

Business Strategies

Increasing International Presence

Growth Through Strategic Alliances

9. MARKET OUTLOOK

9.1 Market Forecast

9.2 Forecast Methodology

9.2.1 Dependent and Independent Variables

9.2.2 Correlation Analysis

9.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Luxury Goods: Features

Global Luxury Goods Market (2001-2009)

Global Luxury Goods Market Segmentation By Value (2009)

Worldwide Luxury Goods Market By Region (2009E)

Worldwide Luxury Goods Market By Client Nationality (2009E)

Luxury Goods Sector EBIT Evolution (1990-2008)

Factors Influencing Consumer Price Setting

Demand Sources for Diamonds, Gold and Platinum Worldwide (2008)

Diamond Value Chain

Global Diamond Production By Country (Volume), 2008

Global Diamond Production By Country (Value), 2008

Swiss Watches By Retail Prices (in US\$)

Total Value of Swiss Watch Exports (2004-2009)

Exported Swiss Watches Worldwide By Materials (Units), 2009

Exported Swiss Watches Worldwide By Materials (Value), 2009

Swiss Watch Export-Share By Region (2009)

Market Share in Luxury Watch Segment-By Company (2009)

Top 15 Luxury Watch Brands-Value Share (2009)

Champagne Shipments (bottles) Worldwide & Export Rate (2001-2008)

Champagne Shipments Worldwide By Main Market (2008)

Year on Year Change in Cognac Monthly Shipments Worldwide (Jan'08-July'10)

Cognac Shipments By Quality (2009)

Cognac Shipments By Zone (2009)

Year on Year Change in Fine Wine Monthly Shipments (January 2008-July 2010)

Demography of Japanese Luxury Consumers (2009)

Annual Growth in Household Disposable Income in China (2000-2008)

Demography of Chinese Luxury Consumers (2009)

Sales Value of Chinese Consumers on Luxuries in Mainland and Overseas (2008)

Growth in Global Luxury Goods Market vs. GDP Growth (2000-2009)

HNWI Population Worldwide (2002-2009)

International Tourists Arrivals Worldwide: 2000-2009

LVMH Revenue (2005-2009)

LVMH Revenue Breakdown By Segments (2009)

Richemont Revenue (FY06-FY10)

Richemont Revenue Breakdown By Segments (FY10)

Hermes International Revenue (2005-2009)
Hermes Revenue Breakdown By Segments (2009)
Swatch Group Revenue (2005-2009)
Swatch Revenue Breakdown By Segments (2009)
Global Luxury Goods Market (2009-2014E)

List Of Tables

LIST OF TABLES

Difference Between Regular and Luxury Goods
Ranking of Luxury Goods Brands
Relevance of Consumers' Buying Decision Criteria
Worldwide Gold Demand For Jewellery (Value & Volume), 2005-2009
Worldwide Platinum Supply By Country (2008 & 2009)
Top 10 Players in Global Fragrance Industry (2009E)
Track Records in M&A in Luxury Goods Sector
Top 15 Luxury Brands By Brand Value (2008)
Comparison of Luxury Goods Companies By Diversification of Products
Financial Description of Key Players (FY09)
Dependent & Independent Variables (2001– 2009)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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