

Luxury Goods Retailing - International - August 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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“The global luxury market continues to grow steadily, rising by 10.4% to €142 billion in 2015. The shift from wholesale to retail among leading brands has provided a boost to the value of the market and this strategy offers an opportunity for luxury players to strengthen their high-end positioning through greater control over distribution, discounting and the in-store experience.”
– Alice Goody, Retail Analyst

This report looks at the following areas:

- What is driving growth in the luxury market?
- The downward pressure on pricing in luxury
- Strengthening the high-end positioning through luxury store experiences

The global luxury market continues to grow steadily. There are enormous uncertainties overhanging the market, but the underlying demand for luxury goods remains strong, especially in the developing countries of the Far East. In 2015, the market was boosted by favourable currency impacts and the shift from wholesale to retail.

The shift towards own retail channels among many leading brands has provided a boost to the value of the market and this strategy offers an opportunity for luxury players to strengthen their high-end positioning through greater control over distribution, discounting and the in-store experience.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The downward pressure on pricing in luxury

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Strengthening the high-end positioning through luxury store experiences

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- The young and affluent drive luxury purchasing
- In-store purchasing in the home country remains dominant
- Chinese luxury spend migrating overseas and online
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Online sales reach €10bn

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Tiffany & Co.

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