

## **Experiential Luxury in China**

Market Direction | 2022-06-29 | 17 pages | Euromonitor

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### **Report description:**

Experiential luxury in China has been suffering from travel restrictions and snap lockdowns advised by the government's zero-COVID policy in 2022. Although set to maintain solid growth in the year overall, the momentum in the category is expected to witness a slowdown due to outbreaks of the highly transmissible Omicron variant of the virus starting from early 2022. This has resulted in many regional and city-wide lockdowns, with offline retailing shut down and travel nearly impossible. The impa...

Euromonitor International's Experiential Luxury in China report offers a comprehensive guide to the size and shape of the Experiential Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Experiential Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

Product coverage: Luxury Foodservice, Luxury Hotels.

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

Why buy this report?

- \* Get a detailed picture of the Experiential Luxury 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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