

Experiential Luxury in Hong Kong, China

Market Direction | 2022-08-12 | 20 pages | Euromonitor

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Report description:

Luxury hotels is expected to continue to see a moderate current value rebound in 2022. In the absence of international tourists, luxury hotels changed to a localisation strategy, with a massive pivot of their target audience. Compared with international tourists, local consumers are more driven by value for money. In response to this, luxury hotels have been collaborating with travel intermediates to offer staycation packages and heavy discounts to capture local consumption power. Hong Kong cons...

Euromonitor International's Experiential Luxury in Hong Kong, 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.

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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