

Personal Luxury in Hong Kong, China

Market Direction | 2022-08-12 | 24 pages | Euromonitor

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Report description:

Unlike in mainland China, holding video calls for distance selling of designer apparel and footwear is not popular in Hong Kong. This was the case even during the most severe COVID-19 lockdown period, when pandemic-induced store closures were seen in Hong Kong. This is because affluent customers prefer the in-person experience. Another reason is the convenience of shopping in Hong Kong, because it only takes 30 minutes at most to go to a physical store, and with the high prices of designer appar...

Euromonitor International's Personal Luxury in Hong Kong, China report offers a comprehensive guide to the size and shape of the Personal 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 Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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

Why buy this report?

- * Get a detailed picture of the Personal 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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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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