

Personal Luxury in Brazil

Market Direction | 2024-10-15 | 32 pages | Euromonitor

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Report description:

Retail sales of designer apparel and footwear (ready-to-wear) in Brazil are rising by only marginally in current value terms, remaining at BRL7.7 billion in 2024. Inflation and effective marketing campaigns have been helping to maintain current value sales during the year, along with a preference among wealthy consumers for buying renowned luxury brands. Further, consumer focus is increasingly on buying fewer products but of superior quality. PVH Corp remained the number one company within design...

Euromonitor International's Personal Luxury in Brazil 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 2028 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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Younger generations seek luxury wearables with broad range of tracking metrics
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