Jewelry, Watches and Accessories Retailing in Germany - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:
Summary
Jewelry, watches and accessories witnessed a steady growth in 2014 and sales in the product sector are expected to grow at a CAGR of 1.2% over the analysis period. Specialist retailers accounted for 55.4% of sales in 2014 while sales through online channel is also gaining momentum. Increasing number of consumers are browsing social media websites and online before purchasing luxury products. The competition between specialist store-based retailers and online retailers is expected to intensify over the analysis period as the jewelry, watches, and accessories market becomes more mature and saturated.

Key Findings
- Jewelry, watches and accessories accounts for a small share of the total retail sales in Germany.
- Specialist retailers were the most preferred channel for customers, having accounted for 63% of jewelry, watches and accessories sales in 2014
- Customers are increasingly browsing online and social media to make informed decisions while buying luxury items.
- Sales through online channel stood at 7.6% of the total sales in the sector in 2014 and are expected to reach 13% by 2019.

Synopsis
“Jewelry, Watches and Accessories Retailing in Germany - Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting jewelry, watches and accessories retail dynamics from 2009 to 2019
- Sales of jewelry, watches and accessories through the following channels from 2009 to 2019: Clothing, footwear, accessories and luxury goods specialists; department stores; other specialist retailers; online; hypermarkets, supermarkets and hard-discounters; other general and non-specialist direct retailers; duty free retailers
- An overview of key jewelry, watches and accessories retailers operating across Germany and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on jewelry, watches and accessories sector in the German retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in jewelry, watches and accessories category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including jewelry, watches and accessories, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the jewelry, watches and accessories market.

- Analysis of key international and domestic players operating in the jewelry, watches and accessories market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share.

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