Description:
About personal luxury goods
Personal luxury goods include luxury items used for personal use. Luxury could be defined by different individuals differently based on perceptions about products which could give them comfort and pleasure. On a larger scale, luxury is sometimes defined as products that have quality and have a high value attached to them. Luxury goods are products and services that are associated with affluence. The demand for luxury goods tends to increase more than proportionately as the income of an individual increases. However, with booming availability and accessibility of products at a lower price point and mass distribution, the concept of luxury goods has been refined. As economy grows, the personal luxury goods, which cover half of the luxury goods, are seeing a growing demand.

The analysts forecast the personal luxury goods market in the US to grow at a CAGR of 5.00% during 2014-2019.

Covered in this report
The report covers the present scenario and the growth prospects of personal luxury goods market in the US for 2015-2019. To calculate the market size, the report considers revenue generated from sales of personal luxury goods in the market.

The market is divided into the following segments based on product:
- Apparel
- Accessories
- Hard luxury
- Fragrances and cosmetics
- Others

The report, Personal Luxury Goods Market in the US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, APAC, and EMEA; it also covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- Christian Dior
- Estee Lauder Companies
- L’Oreal
- Luxottica
- LVMH
- Ralph Lauren

Other prominent vendors
- Breitling
- Burberry
- Chanel
- Coach
- Giorgio Armani
- Kate Spade
- Kering
- Nina Ricci
- Prada
- Richmont
- Swatch Group
- Tiffany
- Valentine Fashion Group

Market drivers
- Rising spending by tourists
- For a full, detailed list, view the full report
Market challenges
- Reducing exclusivity
- For a full, detailed list, view the full report

Market trends
- Mass customization
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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