Global Cufflinks Market - Market Analysis 2015-2019

Description: Global Cufflinks Market: Market Analysis 2015-2019
Covering: This report covers the growth prospects of the global cufflinks market with segmentations based on product types and retail formats. In addition to this, the report gives an overview of the global jewelry market and global accessories market. Market shares for key geographies include APAC, Europe, North America, and ROW. It also includes an insightful analysis of the leading vendors of this market such as Cartier, Louis Vuitton, Montblanc, Paul Smith, and Tiffany.

Outlook of global cufflinks market
The increasing online retailing drives the sales of cufflinks, and the market is expected to reach a CAGR of over 9.87% during the forecast period. The rise in urbanization and per capita expenditure in developing countries also contribute to market growth. For instance, according to the Ministry of Statistics and Program Implementation, India's total disposable personal income grew by 5.7% and reached $2,097.23 billion in 2014. This rise in GDP led to an increase in purchasing power among consumers.

The manufacturers are also offering customized cufflinks to customers such as incorporating photo and monograms, contributing to market growth.

Market segmentation of global cufflinks market by product type
- Premium
- Mass

Premium cufflinks dominate the global cufflinks market in terms of revenue as they are highly priced. These cufflinks are made of precious stones, platinum, and gold. Montblanc and Tateossian are the major producers of luxury cufflinks.

Segmentation of cufflinks market by retail formats and analysis
- Monobrand stores
- Departmental stores
- Online
- Others

Monobrand stores dominated the global cufflinks market in 2014. The popularity of monobrand stores is because of their international look and wide spaces of the stores, which is an important factor in attracting customers.

Geographical segmentation of global cufflinks market
- APAC
- Europe
- North America
- ROW

The analysts expect Europe to dominate the global cufflinks market with a market share of around 37% during the forecast period. The increase in the number of young affluent individuals, emerging fashion trends, and innovations in the forms of designs are expected to propel market growth during the forecast period.

Vendor landscape of global cufflinks market
The level of competition in the global cufflinks market is intense as the market is highly fragmented. Market vendors compete based on product innovations, exclusivity, product differentiation, and technological design advancements. There is competition from branded and private or unbranded players. The market is highly competitive, with all players competing to gain greater market share. Intense competition, rapid advances in technology, and frequent changes in consumer preferences constitute significant risks for vendors in the market.

The top-five leading vendors of the market include:
- Cartier
- Louis Vuitton
The other prominent vendors of the market include Armenta, Burberry, Chanel, Cufflinks.com, Dolce & Gabbana, Giorgio Armani, Gucci, Hugo Boss, Ralph Lauren, Tateossian, and Tod's.

Key questions answered in the report:
- What are the key factors driving the global cufflinks market?
- What are the key market trends impacting the growth of the global cufflinks market?
- What are the various opportunities and threats faced by the vendors in the global cufflinks market?
- Growth forecast for the key segments of the global cufflinks market?
- Trending factors influencing the market shares for APAC, Europe, North America, and ROW?
- Key outcome of the market analysis of the leading countries in the global cufflinks market?
- Key outcome of the five forces analysis on the global cufflinks market?

Related reports:
- Global Personal Accessories Market 2015-2019
- Jewelry Market in India 2015-2019

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