Luxury Leather Goods in Romania - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Luxury travel goods continues to be hard hit by lack of want to travel
Online marketing campaigns are key to success during the pandemic
Work-play restrictions reduce purchase requirements

PROSPECTS AND OPPORTUNITIES

A tentatively positive performance expected as upper-class consumers continue to support luxury and super premium sales
Rise of e-commerce to continue thanks to convenience of shopping method
Demand remains strong, but consumers need new affordable ways to buy into status

CATEGORY DATA

Table 1 - Sales of Luxury Leather Goods: Value 2016-2021
Table 2 - Sales of Luxury Leather Goods: % Value Growth 2016-2021
Table 3 - NBO Company Shares of Luxury Leather Goods: % Value 2016-2020
Table 4 - LBN Brand Shares of Luxury Leather Goods: % Value 2017-2020
Table 5 - Distribution of Luxury Leather Goods by Format: % Value 2016-2021
Table 6 - Forecast Sales of Luxury Leather Goods: Value 2021-2026
Table 7 - Forecast Sales of Luxury Leather Goods: % Value Growth 2021-2026

Luxury Goods in Romania - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2016-2021
Table 9 - Sales of Luxury Goods by Category: % Value Growth 2016-2021
Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021
Table 11 - NBO Company Shares of Luxury Goods: % Value 2016-2020
Table 12 - LBN Brand Shares of Luxury Goods: % Value 2017-2020
Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2021
Table 14 - Forecast Sales of Luxury Goods by Category: Value 2021-2026
Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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