

Luxury Portable Consumer Electronics in Spain

December 2021

Table of Contents

KEY DATA FINDINGS

2021 DEVELOPMENTS

Health and wellness trend provides some support to demand for luxury wearables
Consumer interest in luxury mobile phones is very limited
Louis Vuitton's ceramic Tambour Horizon Pure White & Diamonds sports 34 diamonds

PROSPECTS AND OPPORTUNITIES

Manufacturers will target older consumers with increasingly sophisticated health monitoring features
Demand for luxury mobile phones will continue to decline
Marketing will increasingly focus on social media

CATEGORY DATA

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

Luxury Goods in Spain - 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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