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India has developed as a major destination of luxury products. The luxury watch market accounts for a sizeable share of the overall luxury commodities sold in India. The rise in disposable income coupled with changing consumer perception has led to strong demand for luxury watches. Growth rates in the luxury watch segment has exceeded the growth seen in the overall watch market. Impetus from consumers on quality and style has attracted investors in this market.

http://www.bharatbook.com/market-research-reports/consumer-goods-market-research-report/luxury-watch-market-in-india-2010.html

The report begins with an introduction to the Luxury market stating the market size and growth, segmented share and the major destinations for luxury retail products in India. This is followed by an overview of the Luxury Watch market in India including market size and price segmentation in the market.

An analysis of the drivers explains growth factors such as growth in HNI population, change in consumer mindset and brand consciousness and rise in luxury retail. The key challenges identified include high import duty and presence of grey market. The report identifies the key trends including players diversifying product portfolio, aggressive marketing, presence of multi brand watch outlets, sales through jewellery stores, growing sales in tier 2 cities and new players entering the luxury watch segment.

Competition section provides a snapshot of the players in the market including information regarding their operational segments, business highlights and financials, providing an insight into the existing competitive scenario.Market Research

For more information kindly visit :

Luxury Watch Market in India 2010

Or

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