



Personal Luxury in Taiwan

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The quality-over-quantity approach benefits sales of designer apparel and footwear (ready-to-wear)
- Technological features and augmented reality support sales of luxury eyewear
- Luxury jewellery sales supported by events hosted in Taiwan, attracting prestigious clients
- Luxury leather goods allow consumers to customise purchases to provide a unique product
- Luxury wearables focus on advanced technology and personalisation to boost sales
- Luxury timepieces offer high-end luxury and craftsmanship to retain ongoing appeal
- Consumers personalise luxury writing instruments and stationery for a unique touch
- Fashion houses expand into super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

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Luxury Goods in Taiwan - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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