

Iran Luxury Goods Market by Manufacturers, Types, Regions and Applications Research Report to 2021

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[Iran Luxury Goods Market 2016](#)

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Iran is the world's 18th largest country by land size. It holds huge potential in certain markets that are largely untapped due to the economic sanctions, which were imposed on the country. However, with the historic Iran-USA deal about to happen, the scenario is about to change. Due to uncertain social and political scenario, companies may be unwilling to make investments immediately. However, as time goes by Iran will get more and more foreign investment inflows. The key is expected to be government support for foreign companies in the initial stages. Some big investment proposals have already been floated; however, large-scale investments in core consumer based industries may take time.

Iran is quickly emerging as a market of the future for luxury goods, owing to its inherent potential, international developments and technological progress. A population close to 75 million, an increase in the rate of disposable income of its people and favorable political developments are driving the factors for Iran being viewed as a place of potential investment by foreign companies. The economy of Iran is the 20th strongest economy in the world on the basis of resources available.

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Drivers

The UN, USA and EU have imposed economic and export sanctions on Iran due to its involvement in terrorism in the Middle East (for example, in Lebanon), particularly, due to Iran's intent to continue its uranium enriching and reprocessing activities. Sanctions were imposed on Iran's Central Bank, oil exports, sanctions on banking and insurance and more. Untangling of Iran's sanctions involved the UN, EU and US removing blacklisted individuals and companies; some blacklisted because of their alleged involvement in nuclear activities.

Restraints

Iran's aggressive uranium enrichment and ties with terrorist organizations have prompted a number of economic sanctions by EU, the UN and the US. While these bans do not include an outright ban on luxury brands, Iran's restrictions on the international banking sector, due to Iran's nuclear program, have had much the same effect.

In 2012, the US and EU imposed financial and energy sanctions on Iran with a view to control its uranium enrichment. Towards this end, the US issued warnings to foreign financial institutions continuing transactions with Iran. This eventually made it hard for Iran to acquire dollars to purchase imports.

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What the report offers

The report identifies the situation of luxury goods in Iran and predicts the growth of the market. The Report also talks about market dynamics, drivers, restraints, trends, industrial policies, opportunities, competitive intelligence, investment analysis, etc.

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