

Appreciating Women's Fashion in Singapore

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Abstracts

Singapore has emerged as a leading fashion hub in Asia Pacific, with a highly evolved competitive landscape. Brands are expected to cater to local citizens as well as sizeable populations of foreign residents and tourists. This report analyses the fashion choices made by the local demographic, and cites examples of successful marketing strategies.

Euromonitor International's Appreciating Women's Fashion in Singapore global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

Product coverage: Bags and Luggage, Jewellery, Watches, Writing Instruments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Personal Accessories market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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