

# Coach Inc in Personal Accessories (World)

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## Abstracts

Coach remains heavily reliant on the US market for sales, although it is aggressively pursuing a stronger Chinese presence. The company has been taking greater control over its retail distribution network in recent years, and most recently acquired its South Korean, Malaysian, Taiwanese and Singaporean operations from local partners. The move is part of a wider strategy to diversify into new markets.

Euromonitor International's Coach Inc in Personal Accessories (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Personal Accessories industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

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

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Get a detailed picture of the Personal Accessories market;

Pinpoint growth sectors and identify factors driving change;

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

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## Contents

Coach Inc in Personal Accessories (World)  
Euromonitor International  
November 2012  
Scope of the Report  
Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Category and Geographic Opportunities  
Category and Geographic Opportunities  
Brand Strategy  
Operations  
Recommendations  
Report Definitions

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