

Fossil Group Inc in Personal Accessories (World)

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Abstracts

Fossil Group's sales have declined across its stable of owned and licensed brands in recent years, as consumers' shift from traditional watches to smartwatches has coincided with weakening foot traffic to shopping malls and department stores. With the Coronavirus (COVID-19) pandemic further weighing on Fossil's sales, the company is committed to reigniting sales growth by leveraging its top-selling brands and products in emerging markets, while seeking to maintain and grow its other licences.

Euromonitor International's Fossil Group 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;

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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