

Fossil Inc in Personal Accessories (World)

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Abstracts

Fossil began as a retailer selling affordable watches with a vintage look. It moved on to acquire and license exclusive globally-established and renowned brand. Fossil has developed from a watch brand to encompass other accessories, including handbags, belts, small leather goods, jewellery, sunglasses, clothing and shoes. While the group recorded excellent growth in 2010 and 2011, it is fundamental to look into other regions and product categories to continue the positive sales momentum.

Euromonitor International's Fossil 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.

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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