

# Freitag AG in Luxury Goods (Netherlands)

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## Abstracts

The main strategy of the company is to consolidate its position as a supplier of quality and innovative designer bags. While the position of the Freitag brand is stronger in Europe, the company foresees more growth sourced in other markets including Asia and the US, expecting to introduce a higher-profile advertising campaign to enable the brand be better known in those markets.

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

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Pinpoint growth sectors and identify factors driving change;

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