

Ice Watch (HK) Ltd in Personal Accessories (Hong Kong, China)

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Abstracts

Ice Watch (HK) Ltd is expected to keep introducing more innovatively designed and affordable watches over the coming years in order to attract young consumers. Trends within personal accessories change very fast among young consumers in Hong Kong and domestic unbranded watches are able to quickly react to local trends much faster than Ice Watch. The company needs to respond to trends and renew its product line regularly in order to maintain its sales share over the coming years.

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