

Is Time Running Out For Traditional Watches?

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Abstracts

Operating conditions for watchmakers have never been more challenging. On one side, economic and currency volatility in key markets is hampering demand. On the other, a new generation of wearable electronics is ramping up competition. Formerly conservative watchmakers are rebooting strategies to etch out growth, while modernisers eye innovation as the way out of trouble. With many young people shunning traditional watches, the stakes are high. Can the industry survive and prosper?

Euromonitor International's *Is Time Running Out For Traditional Watches?* global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

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.

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