

# Michael Kors Holdings Ltd in Personal Accessories (World)

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## Abstracts

Michael Kors is one of the world's leading personal accessories players. Well known for its affordable luxury handbags, the company is focusing on other categories such as beauty and jewellery to face competition while increasing brand awareness. After Jimmy Choo acquisition in November 2017, the company will focus on e-commerce, menswear and global expansion outside the US, to increase its positioning within the global personal accessories ranking.

Euromonitor International's Michael Kors Holdings Ltd 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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