

# Positioning Jewellery Portfolio and For Future Growth

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## Abstracts

Jewellery contributes a majority of global personal accessories sales in 2015, and often dominates industry growth rates due to its fluctuating unit prices. However, the variety in local dynamics of real and costume jewellery markets around the world presents ambitious jewellery players with a new set of challenges over 2015-2019. This report identifies the key markets to target and provides suggestions for localised marketing strategies.

Euromonitor International's Positioning Jewellery Portfolio and For Future Growth 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.

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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