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The Present and Future of Smart Accessories

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Abstracts

Smartwatches and smart jewellery have seen a flurry of product launches in 2013 and 2014.This report analyses the leading products and their possible impact on the existing personal accessories market. It also proposes steps to enhance the appeal of smart accessories among consumers.

Euromonitor International's The Present and Future of Smart Accessories 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;

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Use five-year forecasts to assess how the market is predicted to develop.

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