

Samsonite International SA in Personal Accessories (World)

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Abstracts

Samsonite International SA continues to solidify its position as world's leading luggage manufacturer through geographic expansion and product development. Company has made strides in developing its direct-to-consumer (DTC) operations, aided by the acquisition of eBags.com, while investment in business bags and backpacks have proved fruitful. Going forward, Samsonite is well-positioned to capitalise on growth opportunities across Asia Pacific and within dynamic sub-categories such as handbags.

Euromonitor International's Samsonite International SA 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.

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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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