

Samsonite International SA in Personal Goods (World)

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Abstracts

Samsonite International SA is one of the world's largest travel goods players. It is involved with the design, manufacturing and distribution of various travel goods products including luggage, backpacks and travel accessories. The company saw exceptional net sales growth in 2010 and 2011, as Asia Pacific spearheaded growth for its luggage products. It must look to new product categories in order to sustain this double-digit growth.

Euromonitor International's Samsonite International SA in Personal Goods (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Personal Goods 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: Jewellery, Personal Stationery, Travel Goods, 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 Goods 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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Contents

Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Category and Geographic Opportunities
Brand Strategy
Operations
Recommendations
Report Definitions

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