

Sjoo Sandstrom Sweden AB in Luxury Goods (Sweden)

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Abstracts

Sjoo Sandstrom continues to target high-ranking businessmen and women as its core consumer base, whilst attempting to increase availability through a wider network of resellers of luxury timepieces around Sweden. The traditional production of mechanical watches and innovation will continue to be the core direction of the company over the next five years. The 2014 launch of the Royal Capital collection proved to be very successful.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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