

Swarovski AG in Jewellery (World)

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Abstracts

The global leader in costume jewellery, Austria-based Swarovski AG, is renowned for its manufacturing prowess and high-quality crystal. Seeking to further grow its presence in developed and emerging markets alike, Swarovski is engaging in diverse marketing activities, championing its ethical and sustainable business practices, and investing in its fine jewellery line, Atelier Swarovski, with the use of its own laboratory-created diamonds.

Euromonitor International's Swarovski AG in Jewellery (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.

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