

# Swarovski AG in Personal Accessories (World)

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## Abstracts

Swarovski AG is a family-owned business focused on the production and retail of crystal-covered jewellery and accessories. With more than 125 years of business operation, the company is well established globally, with nearly 3,000 physical and 34 online stores in 170 countries. In 2020, the company's revenues were badly hit by the COVID-19 crisis, with subsequent store closures, as it suffered from lower global demand for discretionary items and disruption in travel retail.

Euromonitor International's Swarovski AG 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.

### 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;

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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COMPETATIVE POSITIONING

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