

# Swarovski Hong Kong Ltd in Luxury Goods (Hong Kong, China)

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## Abstracts

Swarovski Hong Kong Ltd did not open new outlets in 2013. The company is likely to make good use of its reputation in crystal to attract consumers; it also aims to continue to use celebrities to promote its brand and product offer. Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles. **Product coverage:** Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care. **Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data. **Why buy this report?**

Get a detailed picture of the Luxury 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

Strategic DirectionKey FactsSummary 1 Swarovski Hong Kong Ltd: Key FactsCompany  
BackgroundSummary 2 Swarovski Hong Kong Ltd: Luxury Brands by Category  
2013Internet Strategy

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