

Swatch Group Ltd, The in Personal Accessories (World)

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Abstracts

The Swatch Group is a world-leading manufacturer of finished watches and movements. It offers a diverse brand portfolio that covers all price ranges distinguished in this report and a broad distribution network around the world. As a vertically integrated company, Swatch Group owns technology and production as well that merged with product innovation and marketing initiatives continue placing it as a market leader and a reference within the industry.

Euromonitor International's Swatch Group Ltd, The 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.

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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.

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State of play

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