

Swatch Group Ltd, The in Personal Accessories Company Profile (World)

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Abstracts

The Swatch Group Ltd is a world-leading manufacturer of finished watches and movements. It offers a diverse brand portfolio that covers various price points and a broad distribution network around the world. After seeing a sharp downturn, the group benefited from the recovering demand from its core markets of China and Hong Kong in 2017. As a vertically integrated company, Swatch Group will invest in technology, production, product innovation and marketing to maintain a leading position.

Euromonitor International's Swatch Group Ltd, The in Personal Accessories Company Profile (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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