

# TAG Heuer SA in Luxury Goods (Switzerland)

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## Abstracts

TAG Heuer is currently the fourth largest luxury brand in the world and one of Switzerland's flagship brands in terms of technological innovation. Recently, TAG Heuer has been taking bold moves with the aim of diversifying into luxury electronic gadgets which has had a significant impact on the category at global level. With Switzerland a primary destination for luxury timepiece consumers from around the world, TAG Heuer has also moved to dramatically increase its retail sales in Switzerland as...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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