

Tissot SA in Personal Accessories (Ukraine)

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Abstracts

Tissot's position in personal accessories strengthened over the review period as consumer interest in Swiss watches is steadily growing in Ukraine. The company held a 2% share of overall personal accessory value sales in 2014, ranking 11th overall. The company benefits from a wide range of Tissot watches in various watch categories, including basic and mid mechanical watches and mid and high quartz watches.

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