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Travel Goods - Sweden

https://marketpublishers.com/r/TB2BA67B942EN.html
Date: September 2010
Pages: 23
Price: US$ 900.00 (Single User License)
ID: TB2BA67B942EN

Abstracts

Sales of travel goods in Sweden are influenced by three different trends. First, travel goods actually used for travel, such as suitcases, backpacks and sports bags, are directly affected by the popularity of travel itself. The more people travel, the more travel goods they need, and vice versa. Secondly, fashion and the growing interest in well-known brands and design are driving the sales of handbags and flat goods in Sweden. Thirdly, sales of briefcases and computer cases largely depend on...

Euromonitor International's Travel Goodsin Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2005-2009), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Backpacks, Brief/Computer Cases, Flat Goods, Handbags, Luggage, Travel/Sports Bags.

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

Why buy this report?

Get a detailed picture of the Travel Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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