

Watches in Eastern Europe

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Abstracts

Economic turbulence in Russia and Ukraine has adversely impacted sales of watches in Eastern Europe and demand is increasingly polarising at the expense of the mid watch segment. As one group of consumers looks for the best value for money, another seeks high watches to express their status. E-commerce is gaining ground although online value sales remain relatively small due to trust issues and the importance of in-person services in luxury purchases.

Euromonitor International's Watches in Eastern Europe global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

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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