

Watches - USA

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Abstracts

Towards the end of the review period, value sales of watches declined as a result of the impact of the recession. Beyond that, however, manufacturers have noticed that many younger consumers reject watches as status symbols and turn to their mobile phones as their essential time-keeping accessory. As a result, watchmakers like Seiko and Timex are rethinking their approach to consumers in the 18-to-43 years-old bracket. Instead of marketing the product itself they are presenting it as a means of...

Euromonitor International's Watches in USA 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: Mechanical, Quartz Analogue, Quartz Digital

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

Why buy this report?

Get a detailed picture of the Personal Goods industry;

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.

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 and Santiago 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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