

Watchmakers and Jewellery Companies - World

Market Analysis – 2016-2020 Trends – Corporate Strategies

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Exclusive extracts from this 226-page-long report:

- **What is the business?**

The watch and jewellery market encompasses a wide range of products in various price categories, from exclusive high-end items encrusted with precious gemstones to mass-market products. This report focuses on luxury watches and jewellery, the main product offering of the largest industry players. [...]

- **Who are the key players?**

The industry is highly concentrated with the 12 groups analysed in this report accounting for nearly 70% of global luxury watch and jewellery sales in 2015. Major players include specialised groups, as well as diversified luxury fashion conglomerates which benefit from strong brand images and loyal customer bases. [...]

Companies analysed in the report include: **RICHEMONT, SWATCH GROUP, TIFFANY & CO, LVMH, FOSSIL, SEIKO, KERING, MOVADO, CITIZEN, CASIO, CHOW TAI FOOK and CITYCHAMP**

- **How intense is competition?**

Competitive rivalry in the watch and jewellery industry has risen in recent years, since consumers are becoming increasingly demanding and detached from particular brands, while seeking value and reasonable prices. Leading watchmakers and jewellery companies compete mainly in terms of brand value, which enables them to achieve higher margins. To distinguish their brands, hard luxury groups are developing marketing strategies and working on design and innovation. In addition, they are enlarging their distribution networks to boost revenue growth. [...]

- **What are the main markets?**

The Chinese are the main luxury goods purchasing nation, accounting for 31% of global luxury goods sales in 2015. Chinese consumers generally buy luxury items when traveling abroad, particularly in Europe and Japan, due to high customs duties that make luxury goods significantly more expensive in China. Moreover, in 2015, the Chinese benefitted from the strengthened yuan against the euro and the yen. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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Analyst, Xerfi Global

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