

## **Personal Accessories in France**

Market Direction | 2022-11-15 | 57 pages | Euromonitor

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### **Report description:**

Personal accessories are enjoying a catch-up and normalisation effect in 2022, due the total reopening of schools and universities, the partial recovery of presential/fieldwork, a peak in outdoor activities, and the strong recovery of travel and tourism. Until the end of 2021, the category suffered from the closure of specialist retailers' outlets and department stores (both crucial channels for the personal accessories), the absence of inbound tourists in Paris and the French Riviera which had...

Euromonitor International's Personal Accessories in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), 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 2026 illustrate how the market is set to change.

Product coverage: Bags and Luggage, Jewellery, Traditional and Connected Watches, Writing Instruments.

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 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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## Table of Contents:

Personal Accessories in France  
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List Of Contents And Tables

### PERSONAL ACCESSORIES IN FRANCE

#### EXECUTIVE SUMMARY

Personal accessories in 2022: The big picture  
2022 key trends: Connected watches vs second-hand in two antinomic trends  
Competitive landscape  
Retailing developments  
What next for personal accessories?

#### MARKET DATA

Table 1 Sales of Personal Accessories by Category: Volume 2017-2022  
Table 2 Sales of Personal Accessories by Category: Value 2017-2022  
Table 3 Sales of Personal Accessories by Category: % Volume Growth 2017-2022  
Table 4 Sales of Personal Accessories by Category: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Personal Accessories: % Value 2018-2022  
Table 6 LBN Brand Shares of Personal Accessories: % Value 2019-2022  
Table 7 Distribution of Personal Accessories by Format: % Value 2017-2022  
Table 8 Forecast Sales of Personal Accessories by Category: Volume 2022-2027  
Table 9 Forecast Sales of Personal Accessories by Category: Value 2022-2027  
Table 10 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027  
Table 11 □Forecast Sales of Personal Accessories by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources  
BAGS AND LUGGAGE IN FRANCE

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong positive impact from the comeback of outbound trips and inbound travellers  
Return to school and new hybrid ways of working positively impact sales of bags and luggage  
Luxury and mid-priced brands seem to find new ground, thanks to customisation and eco-friendly products

#### PROSPECTS AND OPPORTUNITIES

Limited growth in volume anticipated, although the dynamism of high-end local brands will sustain value growth over 2022-2027  
Backpacks to benefit from the explosion in hiking and trekking within new generations  
Ongoing changes expected in retailing: omnichannel strategies and the mix of challenges and opportunities in second-hand goods

#### CATEGORY DATA

Table 12 Sales of Bags and Luggage by Category: Volume 2017-2022  
Table 13 Sales of Bags and Luggage by Category: Value 2017-2022  
Table 14 Sales of Bags and Luggage by Category: % Volume Growth 2017-2022  
Table 15 Sales of Bags and Luggage by Category: % Value Growth 2017-2022  
Table 16 Sales of Luggage by Type: % Value 2017-2022  
Table 17 NBO Company Shares of Bags and Luggage: % Value 2018-2022

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Table 18 LBN Brand Shares of Bags and Luggage: % Value 2019-2022

Table 19 Distribution of Bags and Luggage by Format: % Value 2017-2022

Table 20 Forecast Sales of Bags and Luggage by Category: Volume 2022-2027

Table 21 □Forecast Sales of Bags and Luggage by Category: Value 2022-2027

Table 22 □Forecast Sales of Bags and Luggage by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Bags and Luggage by Category: % Value Growth 2022-2027

## JEWELLERY IN FRANCE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The recovery of jewellery started sooner than expected, but is facing challenges of normalisation and inflation in 2022

More cautious recovery in 2022 due the post-pandemic crisis and a bipolarisation trend

Strong recovery for luxury brands, thanks to their affluent consumer base

### PROSPECTS AND OPPORTUNITIES

Luxury and upmarket jewellery set to have a strong emphasis on local trade moving forwards

The second wind of sustainable development and ethics

Luxury jewellery is growingly perceived as an investment

### CATEGORY DATA

Table 35 Sales of Jewellery by Category: Volume 2017-2022

Table 36 Sales of Jewellery by Category: Value 2017-2022

Table 37 Sales of Jewellery by Category: % Volume Growth 2017-2022

Table 38 Sales of Jewellery by Category: % Value Growth 2017-2022

Table 39 Sales of Costume Jewellery by Type: % Value 2017-2022

Table 40 Sales of Fine Jewellery by Type: % Value 2017-2022

Table 41 Sales of Fine Jewellery by Collection: % Value 2017-2022

Table 42 Sales of Fine Jewellery by Metal: % Value 2017-2022

Table 43 NBO Company Shares of Jewellery: % Value 2018-2022

Table 44 □LBN Brand Shares of Jewellery: % Value 2019-2022

Table 45 □Distribution of Jewellery by Format: % Value 2017-2022

Table 46 □Forecast Sales of Jewellery by Category: Volume 2022-2027

Table 47 □Forecast Sales of Jewellery by Category: Value 2022-2027

Table 48 □Forecast Sales of Jewellery by Category: % Volume Growth 2022-2027

Table 49 □Forecast Sales of Jewellery by Category: % Value Growth 2022-2027

## TRADITIONAL AND CONNECTED WATCHES IN FRANCE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

High watches drive recovery, mainly in mechanical and analogue watches, helped by the ongoing success of e-commerce

Astonishing breakthrough of connected watches, mainly smartwatches

Big players consolidate their leadership, while smaller local brands come out on top too

### PROSPECTS AND OPPORTUNITIES

Rising inflation and competition from smartphones and connected watches pose serious threat to basic and mid-priced watches, not for high watches

Possible slowdown of connected watches, but not for high smart wearables

Online sales and second hand: the new paths to growth for timepieces

### CATEGORY DATA

Table 50 Sales of Traditional and Connected Watches by Category: Volume 2017-2022

Table 51 Sales of Traditional and Connected Watches by Category: Value 2017-2022

Table 52 Sales of Traditional and Connected Watches by Category: % Volume Growth 2017-2022

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Table 53	Sales of Traditional and Connected Watches by Category: % Value Growth 2017-2022
Table 54	Sales of Traditional Watches by Type: Volume 2017-2022
Table 55	Sales of Traditional Watches by Type: Value 2017-2022
Table 56	Sales of Traditional Watches by Type: % Volume Growth 2017-2022
Table 57	Sales of Traditional Watches by Type: % Value Growth 2017-2022
Table 58	Sales of Traditional Watches by Price Band: Volume 2017-2022
Table 59	□Sales of Traditional Watches by Price Band: Value 2017-2022
Table 60	□Sales of Traditional Watches by Price Band: % Volume Growth 2017-2022
Table 61	□Sales of Traditional Watches by Price Band: % Value Growth 2017-2022
Table 62	□Sales of Connected Watches by Type: Volume 2017-2022
Table 63	□Sales of Connected Watches by Type: Value 2017-2022
Table 64	□Sales of Connected Watches by Type: % Volume Growth 2017-2022
Table 65	□Sales of Connected Watches by Type: % Value Growth 2017-2022
Table 66	□NBO Company Shares of Traditional Watches: % Value 2018-2022
Table 67	□LBN Brand Shares of Traditional Watches: % Value 2019-2022
Table 68	□NBO Company Shares of Connected Watches: % Value 2018-2022
Table 69	□LBN Brand Shares of Connected Watches: % Value 2019-2022
Table 70	□Distribution of Traditional Watches: % Value 2017-2022
Table 71	□Distribution of Connected Watches: % Value 2017-2022
Table 72	□Forecast Sales of Traditional and Connected Watches by Category: Volume 2022-2027
Table 73	□Forecast Sales of Traditional and Connected Watches by Category: Value 2022-2027
Table 74	□Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2022-2027
Table 75	□Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2022-2027
Table 76	□Forecast Sales of Traditional Watches by Type: Volume 2022-2027
Table 77	□Forecast Sales of Traditional Watches by Type: Value 2022-2027
Table 78	□Forecast Sales of Traditional Watches by Type: % Volume Growth 2022-2027
Table 79	□Forecast Sales of Traditional Watches by Type: % Value Growth 2022-2027
Table 80	□Forecast Sales of Connected Watches by Type: Volume 2022-2027
Table 81	□Forecast Sales of Connected Watches by Type: Value 2022-2027
Table 82	□Forecast Sales of Connected Watches by Type: % Volume Growth 2022-2027
Table 83	□Forecast Sales of Connected Watches by Type: % Value Growth 2022-2027

## WRITING INSTRUMENTS IN FRANCE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

A rather failed school start, with only sluggish growth seen

Appreciable recovery for upmarket and luxury writing instruments expected

Bic and Staedtler remain co-leaders in standard writing instruments, while Montblanc drives sales of luxury items

#### PROSPECTS AND OPPORTUNITIES

Comeback to a slow cruising speed from now on

Uncertainty if the trend towards writing, seen during the pandemic, will continue

E-commerce to forge ahead, but also create a double-edged effect on upmarket/luxury writing instruments

#### CATEGORY DATA

Table 24	Sales of Writing Instruments by Category: Volume 2017-2022
Table 25	Sales of Writing Instruments by Category: Value 2017-2022
Table 26	Sales of Writing Instruments by Category: % Volume Growth 2017-2022
Table 27	Sales of Writing Instruments by Category: % Value Growth 2017-2022
Table 28	NBO Company Shares of Writing Instruments: % Value 2018-2022

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Table 29 LBN Brand Shares of Writing Instruments: % Value 2019-2022
Table 30 Distribution of Writing Instruments by Format: % Value 2017-2022
Table 31 Forecast Sales of Writing Instruments by Category: Volume 2022-2027
Table 32 Forecast Sales of Writing Instruments by Category: Value 2022-2027
Table 33 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2022-2027
Table 34 □Forecast Sales of Writing Instruments by Category: % Value Growth 2022-2027

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