

Personal Accessories in China

Market Direction | 2022-11-23 | 49 pages | Euromonitor

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Report description:

Personal accessories was hit hard in the first half of 2022 by the ongoing COVID-19 pandemic, and has remained subdued in the second half of the year, failing to show a clear recovery trend. Following strong double-digit current value growth in 2021, growth in personal accessories is expected to show weakness in 2022 overall. Restrictions on offline campaigns and lower consumer confidence due to the ongoing measures to prevent the spread of COVID-19 have contributed to this. However, jewellery h...

Euromonitor International's Personal Accessories in China 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.

Euromonitor International has over 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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