

## **Personal Accessories in Italy**

Market Direction | 2022-11-15 | 53 pages | Euromonitor

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### **Report description:**

Personal accessories registered double-digit growth in current value terms in 2022, with sales edging towards pre-pandemic levels. This positive performance was attributable to a return to pre-pandemic lifestyles, following the success of the vaccination programme in the country, which achieved a very high rate of penetration. Overall, Italians felt less anxious about contacting the virus, thanks to the milder symptoms of new variants and low rates of hospitalisation.

Euromonitor International's Personal Accessories in Italy 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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Montblanc pursues lifestyle experience, while other players focus on updating iconic brands

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