

Personal Accessories in Singapore

Market Direction | 2022-11-24 | 47 pages | Euromonitor

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Report description:

Despite expectations of a muted consumer appetite for spending, personal accessories is set to have a bumper year in 2022, continuing its recovery momentum from 2021. Consumers are on the lookout for the "next best thing", which is driving growth, but also translating into fragmentation, with the presence of multiple cross-border and third-party sellers. In addition, stores have been implementing various promotional activities in physical and online retail channels. Physical stores might offer b...

Euromonitor International's Personal Accessories in Singapore 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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BAGS AND LUGGAGE IN SINGAPORE

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2022 DEVELOPMENTS

Established luggage brands are fading in popularity due to the proliferation of "good-enough" travel alternatives
Despite the dominance of ultra-fast fashion, conventional brands are introducing quality materials such as genuine leather
Consumers value basic and utilitarian backpacks offering simplicity

PROSPECTS AND OPPORTUNITIES

Private label luggage brands set to grow exponentially due to the short replacement cycle
Declining prices highly likely due to pressure from lower-cost alternatives and cross-border e-commerce
Further fragmentation in shares is highly possible due to the influx of stores marketing novelty

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional contemporary brands specialising in costume jewellery are introducing complementary fine jewellery

Stores are marketing gold with lower purity due to the rising prices of this metal

Short-form video marketing translates into a greater preference for cross-border brands

PROSPECTS AND OPPORTUNITIES

Increasing interest in hypoallergenic jewellery

Consumers are increasingly becoming interested in diamonds and diamond alternatives due to declining price points

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Established and new watch brands are seeking diversification through stringent purchasing conditions and female-targeted products

Retailers understand the need to offer consumers variety, resulting in the introduction of colourful accessories

Greater education translates into higher consumer knowledge of quartz, mechanical and connected watches

PROSPECTS AND OPPORTUNITIES

Several retailers are reselling watches to cater to the consumer interest in older watch models

Mass-market retailers offer complimentary after-sales services such as battery replacement to attract and retain consumers

Traditional watch players unlikely to compete in the smart wearables space, choosing to bring in straps

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Zebra shows strong growth in writing instruments due to popularity of its highlighters

Metallic ink pens gain significant traction as retailers introduce new variants and pack sizes

Growth of luxury writing instruments affected by the presence of parallel importers

PROSPECTS AND OPPORTUNITIES

Manufacturers collaborate with popular animations in their writing instruments to drive growth

A return to in-person classes translates into a preference for writing instruments as well as technology

More brands and manufacturers are starting to introduce personalised writing instruments with changeable colour inks

CATEGORY DATA

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