

## **Personal Accessories in South Korea**

Market Direction | 2022-11-24 | 51 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

### **Report description:**

Within personal accessories, luxury brands continue to perform well in 2022. "Revenge" consumption after the reopening of the local economy is driving up high demand for luxury brands, despite the latter continuing to increase their retail prices in line with rising inflation and the growing cost of materials and production, including labour. However, these issues are impacting all segments of personal accessories in South Korea, particularly imported brands, due to fluctuations in the exchange...

Euromonitor International's Personal Accessories in South Korea 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Personal Accessories in South Korea  
Euromonitor International  
November 2022

### List Of Contents And Tables

#### PERSONAL ACCESSORIES IN SOUTH KOREA

##### EXECUTIVE SUMMARY

Personal accessories in 2022: The big picture

2022 key 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 SOUTH KOREA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sales of luggage notably rise in 2022 as travel restrictions ease

Dynamic growth for luxury handbags, driven by leading brands such as Louis Vuitton

The downfall of masstige bags and the rise of a new generation

##### PROSPECTS AND OPPORTUNITIES

Pop-up stores in South Korea create excitement and allow brands to expand consumer reach

Increasing interest in second-hand, resell and rental of luxury bags

Department stores remains most popular distribution channel despite competition from e-commerce

##### 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

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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 SOUTH KOREA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increasing distribution of jewellery via retail e-commerce

Leading three jewellery brands increase retail prices

Domestic jewellery brands also feel pressure, driving up prices

### PROSPECTS AND OPPORTUNITIES

Increasing demand for fine jewellery in line with resumption of weddings

Collaborations between domestic producers and non-jewellery brands

Genderless jewellery emerges as new trend in South Korea

### CATEGORY DATA

Table 24 Sales of Jewellery by Category: Volume 2017-2022

Table 25 Sales of Jewellery by Category: Value 2017-2022

Table 26 Sales of Jewellery by Category: % Volume Growth 2017-2022

Table 27 Sales of Jewellery by Category: % Value Growth 2017-2022

Table 28 Sales of Costume Jewellery by Type: % Value 2017-2022

Table 29 Sales of Fine Jewellery by Type: % Value 2017-2022

Table 30 Sales of Fine Jewellery by Collection: % Value 2017-2022

Table 31 Sales of Fine Jewellery by Metal: % Value 2017-2022

Table 32 NBO Company Shares of Jewellery: % Value 2018-2022

Table 33 □LBN Brand Shares of Jewellery: % Value 2019-2022

Table 34 □Distribution of Jewellery by Format: % Value 2017-2022

Table 35 □Forecast Sales of Jewellery by Category: Volume 2022-2027

Table 36 □Forecast Sales of Jewellery by Category: Value 2022-2027

Table 37 □Forecast Sales of Jewellery by Category: % Volume Growth 2022-2027

Table 38 □Forecast Sales of Jewellery by Category: % Value Growth 2022-2027

## TRADITIONAL AND CONNECTED WATCHES IN SOUTH KOREA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Price increases for imported luxury watches

"Open run" remains social phenomenon, leading to booking systems

Further demand for traditional watches in 2022, driven by quartz analogue

### PROSPECTS AND OPPORTUNITIES

Resell market for watches is expanding in South Korea

Smart wearables to remain dynamic performer over forecast period

Distribution of watches increasing via retail e-commerce platforms

### CATEGORY DATA

Table 39 Sales of Traditional and Connected Watches by Category: Volume 2017-2022

Table 40 Sales of Traditional and Connected Watches by Category: Value 2017-2022

Table 41 Sales of Traditional and Connected Watches by Category: % Volume Growth 2017-2022

Table 42 Sales of Traditional and Connected Watches by Category: % Value Growth 2017-2022

Table 43 Sales of Traditional Watches by Category: Volume 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 44	Sales of Traditional Watches by Category: Value 2017-2022
Table 45	Sales of Traditional Watches by Category: % Volume Growth 2017-2022
Table 46	Sales of Traditional Watches by Category: % Value Growth 2017-2022
Table 47	Sales of Traditional Watches by Price Band: Volume 2017-2022
Table 48	□Sales of Traditional Watches by Price Band: Value 2017-2022
Table 49	□Sales of Traditional Watches by Price Band: % Volume Growth 2017-2022
Table 50	□Sales of Traditional Watches by Price Band: % Value Growth 2017-2022
Table 51	□Sales of Connected Watches by Category: Volume 2017-2022
Table 52	□Sales of Connected Watches by Category: Value 2017-2022
Table 53	□Sales of Connected Watches by Category: % Volume Growth 2017-2022
Table 54	□Sales of Connected Watches by Category: % Value Growth 2017-2022
Table 55	□NBO Company Shares of Traditional Watches: % Value 2018-2022
Table 56	□LBN Brand Shares of Traditional Watches: % Value 2019-2022
Table 57	□NBO Company Shares of Connected Watches: % Value 2018-2022
Table 58	□LBN Brand Shares of Connected Watches: % Value 2019-2022
Table 59	□Distribution of Traditional Watches: % Value 2017-2022
Table 60	□Distribution of Connected Watches: % Value 2017-2022
Table 61	□Forecast Sales of Traditional and Connected Watches by Category: Volume 2022-2027
Table 62	□Forecast Sales of Traditional and Connected Watches by Category: Value 2022-2027
Table 63	□Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2022-2027
Table 64	□Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2022-2027
Table 65	□Forecast Sales of Traditional Watches by Category: Volume 2022-2027
Table 66	□Forecast Sales of Traditional Watches by Category: Value 2022-2027
Table 67	□Forecast Sales of Traditional Watches by Category: % Volume Growth 2022-2027
Table 68	□Forecast Sales of Traditional Watches by Category: % Value Growth 2022-2027
Table 69	□Forecast Sales of Connected Watches by Category: Volume 2022-2027
Table 70	□Forecast Sales of Connected Watches by Category: Value 2022-2027
Table 71	□Forecast Sales of Connected Watches by Category: % Volume Growth 2022-2027
Table 72	□Forecast Sales of Connected Watches by Category: % Value Growth 2022-2027

## WRITING INSTRUMENTS IN SOUTH KOREA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand for writing instruments continues to rise in 2022 as students return to school

Inflation hits writing instruments

Pens strongest performer in 2022, driven by roller ball options

#### PROSPECTS AND OPPORTUNITIES

Brands enter unique collaborations to create interest

Reverse thinking strategy of key category players

Minimalism becomes a trend in local writing instruments

#### CATEGORY DATA

Table 73	Sales of Writing Instruments by Category: Volume 2017-2022
Table 74	Sales of Writing Instruments by Category: Value 2017-2022
Table 75	Sales of Writing Instruments by Category: % Volume Growth 2017-2022
Table 76	Sales of Writing Instruments by Category: % Value Growth 2017-2022
Table 77	NBO Company Shares of Writing Instruments: % Value 2018-2022
Table 78	LBN Brand Shares of Writing Instruments: % Value 2019-2022
Table 79	Distribution of Writing Instruments by Format: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 80 Forecast Sales of Writing Instruments by Category: Volume 2022-2027

Table 81 Forecast Sales of Writing Instruments by Category: Value 2022-2027

Table 82 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2022-2027

Table 83 □Forecast Sales of Writing Instruments by Category: % Value Growth 2022-2027

## Personal Accessories in South Korea

Market Direction | 2022-11-24 | 51 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1000.00
	Multiple User License (1 Site)	€2000.00
	Multiple User License (Global)	€3000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com