

Personal Accessories in Sweden

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

AVAILABLE LICENSES:

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

Report description:

In 2022, the landscape for personal accessories is set to record positive current value growth, with luxury accessories, namely watches, jewellery and bags, significantly outperforming lower-priced offerings.

Euromonitor International's Personal Accessories in Sweden 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

PERSONAL ACCESSORIES IN SWEDEN

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

JEWELLERY IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fine jewellery boosts current value growth as players focus on online promotions

Players focus on omnichannel experiences, responding to consumer demands

Many consumers choose local over international offerings in fine jewellery

PROSPECTS AND OPPORTUNITIES

Retailers utilise their digital capabilities to gain share in e-commerce

Sustainable alternatives to precious metals boost current value sales

Contemporary design blends with classic features to evoke Scandinavian minimalism

CATEGORY DATA

Table 69 Sales of Jewellery by Category: Volume 2017-2022

Table 70 Sales of Jewellery by Category: Value 2017-2022

Table 71 Sales of Jewellery by Category: % Volume Growth 2017-2022

Table 72 Sales of Jewellery by Category: % Value Growth 2017-2022

Table 73 Sales of Costume Jewellery by Type: % Value 2017-2022

Table 74 Sales of Fine Jewellery by Type: % Value 2017-2022

Table 75 Sales of Fine Jewellery by Collection: % Value 2017-2022

Table 76 Sales of Fine Jewellery by Metal: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 77 NBO Company Shares of Jewellery: % Value 2018-2022

Table 78 □LBN Brand Shares of Jewellery: % Value 2019-2022

Table 79 □Distribution of Jewellery by Format: % Value 2017-2022

Table 80 □Forecast Sales of Jewellery by Category: Volume 2022-2027

Table 81 □Forecast Sales of Jewellery by Category: Value 2022-2027

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

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

TRADITIONAL AND CONNECTED WATCHES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Digital offerings and the luxury high-end damages mid-range sales

Brick-and-mortar sales increase, yet e-commerce remains a focal point for retailers

Activity watches record a current value decline as consumers opt for smart wearables

PROSPECTS AND OPPORTUNITIES

Players focus on their direct-to-consumer model to boost the brand experience

Pre-owned watches grow through e-commerce, creating competition for newer models

Growing demand for eco-friendly materials drives innovation in the landscape

CATEGORY DATA

Table 12 Sales of Traditional and Connected Watches by Category: Volume 2017-2022

Table 13 Sales of Traditional and Connected Watches by Category: Value 2017-2022

Table 14 Sales of Traditional and Connected Watches by Category: % Volume Growth 2017-2022

Table 15 Sales of Traditional and Connected Watches by Category: % Value Growth 2017-2022

Table 16 Sales of Traditional Watches by Category: Volume 2017-2022

Table 17 Sales of Traditional Watches by Category: Value 2017-2022

Table 18 Sales of Traditional Watches by Category: % Volume Growth 2017-2022

Table 19 Sales of Traditional Watches by Category: % Value Growth 2017-2022

Table 20 Sales of Traditional Watches by Price Band: Volume 2017-2022

Table 21 □Sales of Traditional Watches by Price Band: Value 2017-2022

Table 22 □Sales of Traditional Watches by Price Band: % Volume Growth 2017-2022

Table 23 □Sales of Traditional Watches by Price Band: % Value Growth 2017-2022

Table 24 □Sales of Connected Watches by Category: Volume 2017-2022

Table 25 □Sales of Connected Watches by Category: Value 2017-2022

Table 26 □Sales of Connected Watches by Category: % Volume Growth 2017-2022

Table 27 □Sales of Connected Watches by Category: % Value Growth 2017-2022

Table 28 □NBO Company Shares of Traditional Watches: % Value 2018-2022

Table 29 □LBN Brand Shares of Traditional Watches: % Value 2019-2022

Table 30 □NBO Company Shares of Connected Watches: % Value 2018-2022

Table 31 □LBN Brand Shares of Connected Watches: % Value 2019-2022

Table 32 □Distribution of Traditional Watches by Format: % Value 2017-2022

Table 33 □Distribution of Connected Watches by Format: % Value 2017-2022

Table 34 □Forecast Sales of Traditional and Connected Watches by Category: Volume 2022-2027

Table 35 □Forecast Sales of Traditional and Connected Watches by Category: Value 2022-2027

Table 36 □Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2022-2027

Table 37 □Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2022-2027

Table 38 □Forecast Sales of Traditional Watches by Category: Volume 2022-2027

Table 39 □Forecast Sales of Traditional Watches by Category: Value 2022-2027

Table 40 □Forecast Sales of Traditional Watches by Category: % Volume Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 41 □Forecast Sales of Traditional Watches by Category: % Value Growth 2022-2027

Table 42 □Forecast Sales of Connected Watches by Category: Volume 2022-2027

Table 43 □Forecast Sales of Connected Watches by Category: Value 2022-2027

Table 44 □Forecast Sales of Connected Watches by Category: % Volume Growth 2022-2027

Table 45 □Forecast Sales of Connected Watches by Category: % Value Growth 2022-2027

WRITING INSTRUMENTS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

The opening of offices and schools leads to significant current value growth

Rising price-conscious consumption leads to a decline in impulsive buying

The opening of physical retailers heightens current value sales during 2022

PROSPECTS AND OPPORTUNITIES

Pens continue to lead while pencils struggle to deliver a positive performance

Sustainable paper-less consumption minimises current value growth for writing instruments

Digital activities and sustainable products help Bic to retain its led

CATEGORY DATA

Table 46 Sales of Writing Instruments by Category: Volume 2017-2022

Table 47 Sales of Writing Instruments by Category: Value 2017-2022

Table 48 Sales of Writing Instruments by Category: % Volume Growth 2017-2022

Table 49 Sales of Writing Instruments by Category: % Value Growth 2017-2022

Table 50 NBO Company Shares of Writing Instruments: % Value 2018-2022

Table 51 LBN Brand Shares of Writing Instruments: % Value 2019-2022

Table 52 Distribution of Writing Instruments by Format: % Value 2017-2022

Table 53 Forecast Sales of Writing Instruments by Category: Volume 2022-2027

Table 54 Forecast Sales of Writing Instruments by Category: Value 2022-2027

Table 55 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2022-2027

Table 56 □Forecast Sales of Writing Instruments by Category: % Value Growth 2022-2027

BAGS AND LUGGAGE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tourism boosts current values sales for luggage and luxury handbags

Non-luxury struggles while luxury handbags hold the greater current value share

Samsonite slowly recovers, however, Louis Vuitton AB retains its lead

PROSPECTS AND OPPORTUNITIES

Tourism boosts current value sales, as flexible working has a negative impact

Consumers appreciate the long-term use and quality of traditional luxury bags

Contemporary luxury retailers create a strong competitive environment

CATEGORY DATA

Table 57 Sales of Bags and Luggage by Category: Volume 2017-2022

Table 58 Sales of Bags and Luggage by Category: Value 2017-2022

Table 59 Sales of Bags and Luggage by Category: % Volume Growth 2017-2022

Table 60 Sales of Bags and Luggage by Category: % Value Growth 2017-2022

Table 61 Sales of Luggage by Type: % Value 2017-2022

Table 62 NBO Company Shares of Bags and Luggage: % Value 2018-2022

Table 63 LBN Brand Shares of Bags and Luggage: % Value 2019-2022

Table 64 Distribution of Bags and Luggage by Format: % Value 2017-2022

Table 65 Forecast Sales of Bags and Luggage by Category: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 66 □Forecast Sales of Bags and Luggage by Category: Value 2022-2027

Table 67 □Forecast Sales of Bags and Luggage by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Bags and Luggage by Category: % Value Growth 2022-2027

Personal Accessories in Sweden

Market Direction | 2022-11-23 | 49 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="2026-02-19"/>
		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