

Personal Accessories in India

Market Direction | 2022-11-28 | 54 pages | Euromonitor

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Report description:

2022 is set to be another year of retail volume and current value recovery for personal accessories across categories. The rebound expected in the year overall has largely been driven by a return of complete mobility as the COVID-19 pandemic has eased, benefiting jewellery, bags and luggage, and traditional and connected watches, which experienced a tough period. The rebounds expected for these categories were triggered by summer holidays, which people were able to enjoy for the first time in tw...

Euromonitor International's Personal Accessories in India 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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PERSONAL ACCESSORIES IN INDIA

EXECUTIVE SUMMARY

Personal accessories rebounds as mobility returns, but challenges remain
Younger generations in particular offer growth opportunities
Retailers focus on raising capital, innovation and growth
Retailers increase their focus on developing an omnichannel presence
Stable pandemic situation to aid growth in the forecast period

MARKET DATA

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2022 DEVELOPMENTS

Recovery in mobility aids domestic tourism and rebound in bags and luggage
Luxury bags and luggage benefits from expanding online presence
Direct-to-consumer (D2C) brands continue to grow due to rise in online shopping

PROSPECTS AND OPPORTUNITIES

Smart or connected luggage projected to be the future of the category
Sustainability to gather momentum during the forecast period
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PROSPECTS AND OPPORTUNITIES

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Watches benefits as weddings and festivals get back to pre-pandemic format

PROSPECTS AND OPPORTUNITIES

Demand for luxury timepieces set to rise during the forecast period
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KEY DATA FINDINGS

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Rural areas remain strong pockets of growth for mass writing instruments

Stabilisation of the pandemic and return to offices/schools have an impact on B2B and B2C channels

Recovery in luxury writing instruments continues

PROSPECTS AND OPPORTUNITIES

Social media to aid the growth of colouring during the forecast period

Mass pens and pencils, although mature, to experience sustained growth due to low unit prices

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