

Personal Accessories in China

Market Direction | 2024-01-16 | 50 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

With the end of the zero-COVID policy, personal accessories, which experienced a contraction in 2022 in both retail volume and current value terms, is set to exhibit robust signs of recovery in 2023 overall. This resurgence has notably been driven by the renewed vibrancy of social activities, and the resumption of outdoor pursuits, which have both been directly contributing to an upswing in demand for personal accessories. For instance, gatherings, events, and weddings that were postponed in the...

Euromonitor International's Personal Accessories in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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

www.scotts-international.com

Table of Contents:

Personal Accessories in China
Euromonitor International
January 2024

List Of Contents And Tables

PERSONAL ACCESSORIES IN CHINA

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 1 Sales of Personal Accessories by Category: Volume 2018-2023

Table 2 Sales of Personal Accessories by Category: Value 2018-2023

Table 3 Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 4 Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 6 LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 7 Distribution of Personal Accessories by Format: % Value 2018-2023

Table 8 Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 9 Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 10 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAGS AND LUGGAGE IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of bags and luggage rebound thanks to the lifting of pandemic restrictions

Luxury handbags sees a strong performance as the pandemic eases

LVMH consolidates its lead in a fragmented category

PROSPECTS AND OPPORTUNITIES

E-commerce channels continue to rise, as well as bags and luggage specialists

Expansion of athleisure trend to promote sales of sports bags

CATEGORY DATA

Table 12 Sales of Bags and Luggage by Category: Volume 2018-2023

Table 13 Sales of Bags and Luggage by Category: Value 2018-2023

Table 14 Sales of Bags and Luggage by Category: % Volume Growth 2018-2023

Table 15 Sales of Bags and Luggage by Category: % Value Growth 2018-2023

Table 16 Sales of Luggage by Type: % Value 2018-2023

Table 17 NBO Company Shares of Bags and Luggage: % Value 2019-2023

Table 18 LBN Brand Shares of Bags and Luggage: % Value 2020-2023

Table 19 Distribution of Bags and Luggage by Format: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 20 Forecast Sales of Bags and Luggage by Category: Volume 2023-2028

Table 21 □Forecast Sales of Bags and Luggage by Category: Value 2023-2028

Table 22 □Forecast Sales of Bags and Luggage by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Bags and Luggage by Category: % Value Growth 2023-2028

JEWELLERY IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 sees a double-digit value resurgence for jewellery

Gold jewellery leads, benefiting from its investment value

The rise of online sales of jewellery

PROSPECTS AND OPPORTUNITIES

"Modern Chinese Style" is likely to reshape traditions

Growing influence of luxury players in jewellery

CATEGORY DATA

Table 24 Sales of Jewellery by Category: Volume 2018-2023

Table 25 Sales of Jewellery by Category: Value 2018-2023

Table 26 Sales of Jewellery by Category: % Volume Growth 2018-2023

Table 27 Sales of Jewellery by Category: % Value Growth 2018-2023

Table 28 Sales of Costume Jewellery by Type: % Value 2018-2023

Table 29 Sales of Fine Jewellery by Type: % Value 2018-2023

Table 30 Sales of Fine Jewellery by Collection: % Value 2018-2023

Table 31 Sales of Fine Jewellery by Metal: % Value 2018-2023

Table 32 NBO Company Shares of Jewellery: % Value 2019-2023

Table 33 □LBN Brand Shares of Jewellery: % Value 2020-2023

Table 34 □Distribution of Jewellery by Format: % Value 2018-2023

Table 35 □Forecast Sales of Jewellery by Category: Volume 2023-2028

Table 36 □Forecast Sales of Jewellery by Category: Value 2023-2028

Table 37 □Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028

Table 38 □Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

TRADITIONAL AND CONNECTED WATCHES IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The evolution and growing appeal of connected watches

Embracing youth and digital marketing

PROSPECTS AND OPPORTUNITIES

Domestic brands and niche international players are capturing sales

Embracing femininity: The surge of luxury watch brands in the Chinese market post-pandemic

CATEGORY DATA

Table 39 Sales of Traditional and Connected Watches by Category: Volume 2018-2023

Table 40 Sales of Traditional and Connected Watches by Category: Value 2018-2023

Table 41 Sales of Traditional and Connected Watches by Category: % Volume Growth 2018-2023

Table 42 Sales of Traditional and Connected Watches by Category: % Value Growth 2018-2023

Table 43 Sales of Traditional Watches by Category: Volume 2018-2023

Table 44 Sales of Traditional Watches by Category: Value 2018-2023

Table 45 Sales of Traditional Watches by Category: % Volume Growth 2018-2023

Table 46 Sales of Traditional Watches by Category: % Value Growth 2018-2023

Table 47 Sales of Traditional Watches by Price Band: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 48	□Sales of Traditional Watches by Price Band: Value 2018-2023
Table 49	□Sales of Traditional Watches by Price Band: % Volume Growth 2018-2023
Table 50	□Sales of Traditional Watches by Price Band: % Value Growth 2018-2023
Table 51	□Sales of Connected Watches by Category: Volume 2018-2023
Table 52	□Sales of Connected Watches by Category: Value 2018-2023
Table 53	□Sales of Connected Watches by Category: % Volume Growth 2018-2023
Table 54	□Sales of Connected Watches by Category: % Value Growth 2018-2023
Table 55	□NBO Company Shares of Traditional Watches: % Value 2019-2023
Table 56	□LBN Brand Shares of Traditional Watches: % Value 2020-2023
Table 57	□NBO Company Shares of Connected Watches: % Value 2019-2023
Table 58	□LBN Brand Shares of Connected Watches: % Value 2020-2023
Table 59	□Distribution of Traditional Watches by Format: % Value 2018-2023
Table 60	□Distribution of Connected Watches by Format: % Value 2018-2023
Table 61	□Forecast Sales of Traditional and Connected Watches by Category: Volume 2023-2028
Table 62	□Forecast Sales of Traditional and Connected Watches by Category: Value 2023-2028
Table 63	□Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2023-2028
Table 64	□Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2023-2028
Table 65	□Forecast Sales of Traditional Watches by Category: Volume 2023-2028
Table 66	□Forecast Sales of Traditional Watches by Category: Value 2023-2028
Table 67	□Forecast Sales of Traditional Watches by Category: % Volume Growth 2023-2028
Table 68	□Forecast Sales of Traditional Watches by Category: % Value Growth 2023-2028
Table 69	□Forecast Sales of Connected Watches by Category: Volume 2023-2028
Table 70	□Forecast Sales of Connected Watches by Category: Value 2023-2028
Table 71	□Forecast Sales of Connected Watches by Category: % Volume Growth 2023-2028
Table 72	□Forecast Sales of Connected Watches by Category: % Value Growth 2023-2028

WRITING INSTRUMENTS IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Writing instruments sees limited signs of recovery

COVID-19 accelerates the progress towards the paperless office in China

PROSPECTS AND OPPORTUNITIES

Players in writing instruments are turning to O2O business

Diversification of portfolios to combat shrinking demand

CATEGORY DATA

Table 73	Sales of Writing Instruments by Category: Volume 2018-2023
Table 74	Sales of Writing Instruments by Category: Value 2018-2023
Table 75	Sales of Writing Instruments by Category: % Volume Growth 2018-2023
Table 76	Sales of Writing Instruments by Category: % Value Growth 2018-2023
Table 77	NBO Company Shares of Writing Instruments: % Value 2019-2023
Table 78	LBN Brand Shares of Writing Instruments: % Value 2020-2023
Table 79	Distribution of Writing Instruments by Format: % Value 2018-2023
Table 80	Forecast Sales of Writing Instruments by Category: Volume 2023-2028
Table 81	Forecast Sales of Writing Instruments by Category: Value 2023-2028
Table 82	□Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028
Table 83	□Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Personal Accessories in China

Market Direction | 2024-01-16 | 50 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