

Personal Accessories in Malaysia

Market Direction | 2024-01-16 | 54 pages | Euromonitor

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Report description:

Since pandemic restrictions were lifted there has been a general uptick in sales across all categories of personal accessories, with this pattern continuing into 2023. The reopening of Malaysia's borders has seen the return of international tourism, with inbound tourism flows spurring sales of luxury items including bags and luggage, watches and jewellery. Foreign visitors to Malaysia are important purchasers of accessories such as prestige luggage, luxury handbags, fine jewellery, high mechanic...

Euromonitor International's Personal Accessories in Malaysia 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.

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2023 DEVELOPMENTS

Economic pressures limit the growth of bags and luggage in 2023

Collaborative partnerships help generate interest and excitement in brands and their products

Luggage continues to enjoy strong growth thanks to the resumption of international travel in the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Standalone boutiques benefit from offering a unique shopping experience

Unique pop-up stores set to become a growing feature as a way to enhance brand awareness and build interest and excitement

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