

## **Personal Accessories in South Korea**

Market Direction | 2024-01-16 | 53 pages | Euromonitor

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### **Report description:**

Continuing high inflation and financial constraints derived from the unstable global economy have discouraged consumer spending on discretionary items, which is set to result in slower retail volume and current value growth for personal accessories in 2023 compared with 2022. In addition, the official end of the pandemic in 2023, with the full lifting of COVID-19-related restrictions, including the mask mandate, has led to a full reopening of international travel. The large shift in consumer spe...

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 (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

As consumer spending shifts to overseas travel, value growth in bags slows, while luggage soars

Open runs and the boom in the resale market wane

Novelty brands increasingly dominate sales of bags, marginalising older K-fashion brands

#### PROSPECTS AND OPPORTUNITIES

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Online jewellery brands expand to offline as the pandemic ends

#### PROSPECTS AND OPPORTUNITIES

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#### 2023 DEVELOPMENTS

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Breitling releases two limited editions exclusively for South Korean consumers

Online marketplaces rise as significant channels for sales of luxury watches

#### PROSPECTS AND OPPORTUNITIES

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## WRITING INSTRUMENTS IN SOUTH KOREA

### KEY DATA FINDINGS

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 Monami continues to release limited-edition Tin Case series, arousing consumers' curiosity and desire to collect  
 Montblanc opens The Library Spirit pop-up store in South Korea

#### PROSPECTS AND OPPORTUNITIES

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