

Personal Accessories in Poland

Market Direction | 2024-01-18 | 48 pages | Euromonitor

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Report description:

In 2023, inflation had a significant impact on personal accessories in Poland. The cost of living and average unit prices of essential items increased, leading Polish consumers to gravitate towards more affordable and durable products, especially in the watches and jewellery categories. This economic climate also resulted in a decline in impulse purchases and a preference for value-for-money options, including private label. Despite these challenges, the category overall saw solid growth in curr...

Euromonitor International's Personal Accessories in Poland 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.

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Table of Contents:

Personal Accessories in Poland
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List Of Contents And Tables

PERSONAL ACCESSORIES IN POLAND

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 POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stronger travel purchases fuelled by airline and tourism companies' promotions in 2023

High inflation hinders category growth in 2023

Local players continue to lead thanks to ongoing consumer loyalty

PROSPECTS AND OPPORTUNITIES

Sustainability concerns to drive innovation

E-commerce set to gain traction in the years ahead

Convenience factor will drive category growth

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lab-grown diamonds gain popularity due to the affordability factor
Fine jewellery is considered an investment for many Poles
Local players dominate the jewellery landscape in 2023

PROSPECTS AND OPPORTUNITIES

Sanctions on Russia are likely to affect the category over the forecast period
E-commerce will continue to see growth as players develop online services
Innovation and technology will drive competition in jewellery

CATEGORY DATA

Table 69 Sales of Jewellery by Category: Volume 2018-2023
Table 70 Sales of Jewellery by Category: Value 2018-2023
Table 71 Sales of Jewellery by Category: % Volume Growth 2018-2023
Table 72 Sales of Jewellery by Category: % Value Growth 2018-2023
Table 73 Sales of Costume Jewellery by Type: % Value 2018-2023
Table 74 Sales of Fine Jewellery by Type: % Value 2018-2023
Table 75 Sales of Fine Jewellery by Collection: % Value 2018-2023
Table 76 Sales of Fine Jewellery by Metal: % Value 2018-2023
Table 77 NBO Company Shares of Jewellery: % Value 2019-2023
Table 78 □LBN Brand Shares of Jewellery: % Value 2020-2023
Table 79 □Distribution of Jewellery by Format: % Value 2018-2023
Table 80 □Forecast Sales of Jewellery by Category: Volume 2023-2028
Table 81 □Forecast Sales of Jewellery by Category: Value 2023-2028
Table 82 □Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028
Table 83 □Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

TRADITIONAL AND CONNECTED WATCHES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Traditional retail remains important for many Poles
High inflation impacts basic and mid-range watches in 2023
Quartz watches experience a slowdown in demand due to maintenance requirements

PROSPECTS AND OPPORTUNITIES

E-commerce will continue its upward trajectory in connected watches in the coming years
Innovation will reshape consumer preferences and drive demand for hybrid watches
Connected watches are expected to remain popular among active, busy consumers

CATEGORY DATA

Table 24 Sales of Traditional and Connected Watches by Category: Volume 2018-2023
Table 25 Sales of Traditional and Connected Watches by Category: Value 2018-2023
Table 26 Sales of Traditional and Connected Watches by Category: % Volume Growth 2018-2023
Table 27 Sales of Traditional and Connected Watches by Category: % Value Growth 2018-2023
Table 28 Sales of Traditional Watches by Category: Volume 2018-2023

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Table 29	Sales of Traditional Watches by Category: Value 2018-2023
Table 30	Sales of Traditional Watches by Category: % Volume Growth 2018-2023
Table 31	Sales of Traditional Watches by Category: % Value Growth 2018-2023
Table 32	Sales of Traditional Watches by Price Band: Volume 2018-2023
Table 33	□Sales of Traditional Watches by Price Band: Value 2018-2023
Table 34	□Sales of Traditional Watches by Price Band: % Volume Growth 2018-2023
Table 35	□Sales of Traditional Watches by Price Band: % Value Growth 2018-2023
Table 36	□Sales of Connected Watches by Category: Volume 2018-2023
Table 37	□Sales of Connected Watches by Category: Value 2018-2023
Table 38	□Sales of Connected Watches by Category: % Volume Growth 2018-2023
Table 39	□Sales of Connected Watches by Category: % Value Growth 2018-2023
Table 40	□NBO Company Shares of Traditional Watches: % Value 2019-2023
Table 41	□LBN Brand Shares of Traditional Watches: % Value 2020-2023
Table 42	□NBO Company Shares of Connected Watches: % Value 2019-2023
Table 43	□LBN Brand Shares of Connected Watches: % Value 2020-2023
Table 44	□Distribution of Traditional Watches by Format: % Value 2018-2023
Table 45	□Distribution of Connected Watches by Format: % Value 2018-2023
Table 46	□Forecast Sales of Traditional and Connected Watches by Category: Volume 2023-2028
Table 47	□Forecast Sales of Traditional and Connected Watches by Category: Value 2023-2028
Table 48	□Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2023-2028
Table 49	□Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2023-2028
Table 50	□Forecast Sales of Traditional Watches by Category: Volume 2023-2028
Table 51	□Forecast Sales of Traditional Watches by Category: Value 2023-2028
Table 52	□Forecast Sales of Traditional Watches by Category: % Volume Growth 2023-2028
Table 53	□Forecast Sales of Traditional Watches by Category: % Value Growth 2023-2028
Table 54	□Forecast Sales of Connected Watches by Category: Volume 2023-2028
Table 55	□Forecast Sales of Connected Watches by Category: Value 2023-2028
Table 56	□Forecast Sales of Connected Watches by Category: % Volume Growth 2023-2028
Table 57	□Forecast Sales of Connected Watches by Category: % Value Growth 2023-2028

WRITING INSTRUMENTS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in retail volume sales due to high inflation in 2023

Bic continues to lead in a fragmented landscape

Non-grocery retailers are the leading distribution channel for writing instruments in Poland

PROSPECTS AND OPPORTUNITIES

Digitalisation and sustainability concerns likely to impact the future of traditional writing instruments

E-commerce is anticipated to see growth in the years ahead

Local consumers are expected to turn to private labels amid the high cost of living

CATEGORY DATA

Table 58	Sales of Writing Instruments by Category: Volume 2018-2023
Table 59	Sales of Writing Instruments by Category: Value 2018-2023
Table 60	Sales of Writing Instruments by Category: % Volume Growth 2018-2023
Table 61	Sales of Writing Instruments by Category: % Value Growth 2018-2023
Table 62	NBO Company Shares of Writing Instruments: % Value 2019-2023
Table 63	LBN Brand Shares of Writing Instruments: % Value 2020-2023
Table 64	Distribution of Writing Instruments by Format: % Value 2018-2023

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Table 65 Forecast Sales of Writing Instruments by Category: Volume 2023-2028

Table 66 Forecast Sales of Writing Instruments by Category: Value 2023-2028

Table 67 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028

Table 68 □Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

Personal Accessories in Poland

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