

## Personal Accessories in Japan

Market Direction | 2024-12-03 | 59 pages | Euromonitor

### AVAILABLE LICENSES:

- Single User Licence €1225.00
- Multiple User License (1 Site) €2450.00
- Multiple User License (Global) €3675.00

### Report description:

Personal accessories in Japan is set to experience dynamic retail current value growth in 2024, driven by a combination of inbound tourism and domestic demand, particularly from affluent consumers. For instance, in luggage, there has been a noticeable increase in additional purchases made by inbound tourists during their stay, reflecting a revival in travel. Similarly, sales of luxury traditional watches are heavily supported by inbound tourists, wealthy individuals, and those with high disposab...

Euromonitor International's Personal Accessoriesin Japan 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.

## Table of Contents:

Personal Accessories in Japan

Euromonitor International

December 2024

### List Of Contents And Tables

#### PERSONAL ACCESSORIES IN JAPAN

##### EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

##### MARKET DATA

Table 1 Sales of Personal Accessories by Category: Volume 2019-2024

Table 2 Sales of Personal Accessories by Category: Value 2019-2024

Table 3 Sales of Personal Accessories by Category: % Volume Growth 2019-2024

Table 4 Sales of Personal Accessories by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Personal Accessories: % Value 2020-2024

Table 6 LBN Brand Shares of Personal Accessories: % Value 2021-2024

Table 7 Distribution of Personal Accessories by Format: % Value 2019-2024

Table 8 Forecast Sales of Personal Accessories by Category: Volume 2024-2029

Table 9 Forecast Sales of Personal Accessories by Category: Value 2024-2029

Table 10 Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### BAGS AND LUGGAGE IN JAPAN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Inbound and domestic demand support growth

Hermes Japon Co Ltd shows a strong performance

Rising disaster awareness and emergency bags

##### PROSPECTS AND OPPORTUNITIES

Despite the declining birth rate, school bags remain a hot topic in Japan

The second-hand market as a boost and a threat to bags and luggage

AI luggage to become a guide for visually impaired users?

##### CATEGORY DATA

Table 12 Sales of Bags and Luggage by Category: Volume 2019-2024

Table 13 Sales of Bags and Luggage by Category: Value 2019-2024

Table 14 Sales of Bags and Luggage by Category: % Volume Growth 2019-2024

Table 15 Sales of Bags and Luggage by Category: % Value Growth 2019-2024

Table 16 Sales of Luggage by Type: % Value 2019-2024

Table 17 NBO Company Shares of Bags and Luggage: % Value 2020-2024

Table 18 LBN Brand Shares of Bags and Luggage: % Value 2021-2024

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 19 Distribution of Bags and Luggage by Format: % Value 2019-2024

Table 20 Forecast Sales of Bags and Luggage by Category: Volume 2024-2029

Table 21 □Forecast Sales of Bags and Luggage by Category: Value 2024-2029

Table 22 □Forecast Sales of Bags and Luggage by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Bags and Luggage by Category: % Value Growth 2024-2029

## JEWELLERY IN JAPAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Department stores regains momentum with events and inbound demand

Lab-grown diamonds struggle with consumer understanding, and this segment is still developing

Richemont Japan Ltd continues to lead

### PROSPECTS AND OPPORTUNITIES

Impact of move away from marriage

Creating new demand in response to population decline: Key role of men's demand

Digital trends in jewellery, including smart rings

### CATEGORY DATA

Table 24 Sales of Jewellery by Category: Volume 2019-2024

Table 25 Sales of Jewellery by Category: Value 2019-2024

Table 26 Sales of Jewellery by Category: % Volume Growth 2019-2024

Table 27 Sales of Jewellery by Category: % Value Growth 2019-2024

Table 28 Sales of Costume Jewellery by Type: % Value 2019-2024

Table 29 Sales of Fine Jewellery by Type: % Value 2019-2024

Table 30 Sales of Fine Jewellery by Collection: % Value 2019-2024

Table 31 Sales of Fine Jewellery by Metal: % Value 2019-2024

Table 32 NBO Company Shares of Jewellery: % Value 2020-2024

Table 33 □LBN Brand Shares of Jewellery: % Value 2021-2024

Table 34 □Distribution of Jewellery by Format: % Value 2019-2024

Table 35 □Forecast Sales of Jewellery by Category: Volume 2024-2029

Table 36 □Forecast Sales of Jewellery by Category: Value 2024-2029

Table 37 □Forecast Sales of Jewellery by Category: % Volume Growth 2024-2029

Table 38 □Forecast Sales of Jewellery by Category: % Value Growth 2024-2029

## TRADITIONAL AND CONNECTED WATCHES IN JAPAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Decrease in volume, but value increase: Shift to higher unit prices continues

Connected watches faces challenges to growth in Japan, but Huawei rises

Brands compete for loyalty through consumer engagement

### PROSPECTS AND OPPORTUNITIES

Falling population challenges growth, while inbound demand will minimise decline

Shift towards higher price segments in a trend of polarisation

Coexistence of traditional watches and connected watches due to different roles

### CATEGORY DATA

Table 39 Sales of Traditional and Connected Watches by Category: Volume 2019-2024

Table 40 Sales of Traditional and Connected Watches by Category: Value 2019-2024

Table 41 Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024

Table 42 Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024

Table 43 Sales of Traditional Watches by Category: Volume 2019-2024

Table 44 Sales of Traditional Watches by Category: Value 2019-2024  
Table 45 Sales of Traditional Watches by Category: % Volume Growth 2019-2024  
Table 46 Sales of Traditional Watches by Category: % Value Growth 2019-2024  
Table 47 Sales of Traditional Watches by Price Band: Volume 2019-2024  
Table 48 □Sales of Traditional Watches by Price Band: Value 2019-2024  
Table 49 □Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024  
Table 50 □Sales of Traditional Watches by Price Band: % Value Growth 2019-2024  
Table 51 □Sales of Connected Watches by Category: Volume 2019-2024  
Table 52 □Sales of Connected Watches by Category: Value 2019-2024  
Table 53 □Sales of Connected Watches by Category: % Volume Growth 2019-2024  
Table 54 □Sales of Connected Watches by Category: % Value Growth 2019-2024  
Table 55 □NBO Company Shares of Traditional Watches: % Value 2020-2024  
Table 56 □LBN Brand Shares of Traditional Watches: % Value 2021-2024  
Table 57 □NBO Company Shares of Connected Watches: % Value 2020-2024  
Table 58 □LBN Brand Shares of Connected Watches: % Value 2021-2024  
Table 59 □Distribution of Traditional Watches by Format: % Value 2019-2024  
Table 60 □Distribution of Connected Watches by Format: % Value 2019-2024  
Table 61 □Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029  
Table 62 □Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029  
Table 63 □Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029  
Table 64 □Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029  
Table 65 □Forecast Sales of Traditional Watches by Category: Volume 2024-2029  
Table 66 □Forecast Sales of Traditional Watches by Category: Value 2024-2029  
Table 67 □Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029  
Table 68 □Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029  
Table 69 □Forecast Sales of Connected Watches by Category: Volume 2024-2029  
Table 70 □Forecast Sales of Connected Watches by Category: Value 2024-2029  
Table 71 □Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029  
Table 72 □Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

## WRITING INSTRUMENTS IN JAPAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

New product launches support value growth despite maturity

Mitsubishi Pencil Co Ltd continues to lead

Customer engagement/loyalty key to engage with and retain consumers

#### PROSPECTS AND OPPORTUNITIES

Inbound tourism will help support demand in a category seeing volume decline

Targeting super niche segments

Public and private sectors unite for resource recovery

#### CATEGORY DATA

Table 73 Sales of Writing Instruments by Category: Volume 2019-2024

Table 74 Sales of Writing Instruments by Category: Value 2019-2024

Table 75 Sales of Writing Instruments by Category: % Volume Growth 2019-2024

Table 76 Sales of Writing Instruments by Category: % Value Growth 2019-2024

Table 77 NBO Company Shares of Writing Instruments: % Value 2020-2024

Table 78 LBN Brand Shares of Writing Instruments: % Value 2021-2024

Table 79 Distribution of Writing Instruments by Format: % Value 2019-2024

Table 80 Forecast Sales of Writing Instruments by Category: Volume 2024-2029

Table 81 Forecast Sales of Writing Instruments by Category: Value 2024-2029

Table 82 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029

Table 83 □Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

**Personal Accessories in Japan**

Market Direction | 2024-12-03 | 59 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	€1225.00
	Multiple User License (1 Site)	€2450.00
	Multiple User License (Global)	€3675.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)