

Personal Accessories in Malaysia

Market Direction | 2025-01-20 | 58 pages | Euromonitor

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Report description:

Personal accessories in Malaysia saw consumer sentiment significantly impacted by the rising cost of living in 2024, driven by increasing prices of necessities. This economic pressure has caused Malaysian consumers to stretch their budgets, leading to fluctuations in spending patterns. More consumers are becoming price-sensitive, favouring promotions and discounts offered by brands. Mass brands such as Vincci, Fossil, Casio, and Seiko have responded to this shift by offering discounts as high as...

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 (2020-2024), 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 2029 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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Slowed economic growth prompts increased appetite for non-luxury and entry-level luxury brands, while collaborations help sustain category sales

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