

## **Personal Accessories in Poland**

Market Direction | 2025-01-22 | 54 pages | Euromonitor

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### **Report description:**

In 2024, the Polish personal accessories market demonstrated a positive recovery after a challenging 2023, bolstered by reduced inflation and broader economic growth. This recovery saw renewed enthusiasm in offline retail, especially within the luxury segment. Demand grew for interesting, unique designs as consumers embraced more expressive and distinct fashion. After a period of minimalism being popular in aesthetics, especially in jewellery, Polish shoppers were looking for pieces with elabora...

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 (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.

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Local brand expansion bolstered by consumer demand for domestic goods

The growth and expansion of e-commerce continues across 2024

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### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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Positive growth in 2024, however, the shift towards digitalisation challenges sales

Smaller players and private label grow as consumers increasingly demand affordability

Sustainability and customisation drives the rise of premium writing instruments

#### PROSPECTS AND OPPORTUNITIES

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