

Personal Accessories in Romania

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

AVAILABLE LICENSES:

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

Report description:

In 2024, Romania's personal accessories market experienced steady growth across various categories, driven by economic recovery, rising disposable incomes, and shifting consumer preferences towards quality and style.

Euromonitor International's Personal Accessories in Romania 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

PERSONAL ACCESSORIES IN ROMANIA

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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

The revival of international and domestic travel boosts growth in luggage

Seasonality impacts buying habits within the bags and luggage category

Handbags record a positive performance while business bags are challenged by remote working

PROSPECTS AND OPPORTUNITIES

Polarisation is expected as both affordable and luxury bags gain ground

Technological integration is expected to gain ground among tech-savvy consumers

Backpacks are set to record a strong volume performance as Romanians take part in sporting activities

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

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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fine jewellery experiences the strongest uplift, benefiting from being viewed as an investment piece

Customisation and personalisation are key drivers of sales within fine jewellery

Teilor SRL continues to lead with a diverse product portfolio in jewellery

PROSPECTS AND OPPORTUNITIES

Premiumisation and customisation will be key growth drivers across the forecast period

There is an opportunity for men's jewellery to gain ground across the next five years

Consumers purchasing choices are expected to be increasingly influenced by sustainability

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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong double-digit growth is bolstered by connected watches in 2024

Traditional luxury timepieces appeal as investment pieces, offering craftsmanship and heritage

Retailers offer sophisticated shopping experiences to entice consumers

PROSPECTS AND OPPORTUNITIES

The rising importance of investment pieces is expected to drive sales of luxury, high watches

Sustainability and transparency will become central to brand strategies

Potential for customised options to gain ground, aided by technological advancements

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Digitisation is an ongoing challenge to the sales of writing instruments in Romania

Premiumisation and limited-edition goods boost retail value growth in 2024

Children's products focus on bright, engaging designs to stand out and drive sales

PROSPECTS AND OPPORTUNITIES

As digitisation grows, brands may focus on products used for art and hobbies

Writing instrument players will focus on sustainability to align with consumer demands

Products designed for children may drive growth as parents look to support their writing abilities

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Personal Accessories in Romania

Market Direction | 2025-01-22 | 54 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com