

## **Personal Accessories in Switzerland**

Market Direction | 2025-01-14 | 57 pages | Euromonitor

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### **Report description:**

In 2024, personal accessories in Switzerland recorded a 2% retail value growth, with this increase in value bolstered by the rise in average unit prices. However, retail volume sales showed a stagnant performance, reflecting cautious purchasing behaviours among consumers. Switzerland's high consumer purchasing power remained a positive factor, yet persistently below-average consumer sentiment continued to lead to restrained spending. While inflation in Switzerland remained relatively low compare...

Euromonitor International's Personal Accessories in Switzerland 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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#### 2024 DEVELOPMENTS

Duffle bags and luxury handbags drive retail volume growth, challenging sales in other bag areas

Luxury handbags lead sales as brands focus on social media to engage consumers

Hermes International SCA retains its lead, innovating to engage consumers

#### PROSPECTS AND OPPORTUNITIES

Luxury handbags drive growth, while business bags are challenged by new working models

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#### 2024 DEVELOPMENTS

Retail volume decline for fine jewellery, while costume jewellery benefits from its affordability

Lab grown diamonds fail to capture consumer interest in Switzerland

Cartier International retains its lead, benefiting from offering investment pieces

### PROSPECTS AND OPPORTUNITIES

Fine jewellery leads value sales, however, retail volume growth is expected to struggle in all areas

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## TRADITIONAL AND CONNECTED WATCHES IN SWITZERLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Traditional watches outperform connected watches, which record a volume and value decline

The Swatch Group and Rolex SA lead the competitive landscape with strong brand reputations

Jewellery and watch specialists continue to lead sales through in-person expertise

### PROSPECTS AND OPPORTUNITIES

Traditional watches record positive value growth while demand for connected watches is expected to decline

High and mid watches are set to drive demand as basic watches decline

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## WRITING INSTRUMENTS IN SWITZERLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Positive retail value growth driven by mechanical pencils, markers and highlighters

Pens remain popular in Switzerland, as ballpoint and rollerball pens lead sales

Montblanc International retains the lead, launching new ranges during 2024

#### PROSPECTS AND OPPORTUNITIES

Demand for mechanical pencils is set to decline as refills extend the lifespan of the product

Retail e-commerce is expected to gain ground as consumers prioritise convenience

Sustainability, social media and digitisation are set to influence the writing instruments category

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