

## **Personal Accessories in Taiwan**

Market Direction | 2025-01-22 | 56 pages | Euromonitor

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### **Report description:**

In 2024, retail value sales of personal accessories in Taiwan saw growth of 6%, though retail volume growth recorded a marginal decline. While domestic and international tourism flourished, driving demand for travel-related products such as luggage and bags, consumers were spending a larger portion of their disposable income on leisure activities outside the home. This shift had a noticeable impact on certain sectors, particularly challenging young luxury brands. Outbound tourism surged in the...

Euromonitor International's Personal Accessories in Taiwan 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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A rise in outbound trips boosts sales of luggage, while innovation focuses on capacity and design

Brands focus on sustainability, including the use of recycled materials and waste reduction

Bags and luggage specialist stores lead distribution, offering a wide variety of local and international brands

##### PROSPECTS AND OPPORTUNITIES

An increase in active lifestyles is expected to drive innovation and sales of versatile, multi-functional bags

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### PROSPECTS AND OPPORTUNITIES

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New launches align with the Y2K trend, offering playful and colourful designs

Brands launch sustainable ranges to align with rising consumer demands

### PROSPECTS AND OPPORTUNITIES

Innovation and ongoing product development are expected to boost growth in connected watches

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## WRITING INSTRUMENTS IN TAIWAN

### KEY DATA FINDINGS

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Brands respond to digitisation by launching limited-edition designs and creative products

Online influencers increasingly impact the competitive landscape in writing instruments

Product developments focus on convenient, multifunctional solutions to drive sales

#### PROSPECTS AND OPPORTUNITIES

Product development is expected to focus on practical, creative and eye-catching goods

Sustainability is expected to be a rising trend as some consumers prioritise eco-conscious products

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