

Personal Accessories in Romania

January 2024

Table of Contents

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 1 - Sales of Personal Accessories by Category: Volume 2018-2023

Table 2 - Sales of Personal Accessories by Category: Value 2018-2023

Table 3 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 4 - Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 6 - LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 7 - Distribution of Personal Accessories by Format: % Value 2018-2023

Table 8 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 9 - Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 10 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bags and Luggage in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Luggage sees significant growth as Romanians resume travel post-pandemic

Backpacks are in the spotlight as Romanians indulge in sporting activities

E-commerce continues to gain ground in 2023

PROSPECTS AND OPPORTUNITIES

Good prospects for bags and luggage over the forecast period

Eco-friendly bags and luggage will gain popularity in the coming years

Business bags set to benefit from the back-to-work trend and premiumisation

CATEGORY DATA

Table 12 - Sales of Bags and Luggage by Category: Volume 2018-2023

Table 13 - Sales of Bags and Luggage by Category: Value 2018-2023

Table 14 - Sales of Bags and Luggage by Category: % Volume Growth 2018-2023

Table 15 - Sales of Bags and Luggage by Category: % Value Growth 2018-2023

Table 16 - Sales of Luggage by Type: % Value 2018-2023

Table 17 - NBO Company Shares of Bags and Luggage: % Value 2019-2023

Table 18 - LBN Brand Shares of Bags and Luggage: % Value 2020-2023

Table 19 - Distribution of Bags and Luggage by Format: % Value 2018-2023

Table 20 - Forecast Sales of Bags and Luggage by Category: Volume 2023-2028

Table 21 - Forecast Sales of Bags and Luggage by Category: Value 2023-2028

Table 22 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2023-2028

Jewellery in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine jewellery considered an investment and high-value gift item
Teilor continues to lead jewellery in Romania in 2023
Price-conscious consumers gravitate towards costume jewellery in 2023

PROSPECTS AND OPPORTUNITIES

Sophisticated tastes and diversification will drive category growth in the years ahead
Sustainability-conscious consumers will demand sustainable jewellery
Players in jewellery will increasingly focus on the omnichannel approach

CATEGORY DATA

Table 24 - Sales of Jewellery by Category: Volume 2018-2023
Table 25 - Sales of Jewellery by Category: Value 2018-2023
Table 26 - Sales of Jewellery by Category: % Volume Growth 2018-2023
Table 27 - Sales of Jewellery by Category: % Value Growth 2018-2023
Table 28 - Sales of Costume Jewellery by Type: % Value 2018-2023
Table 29 - Sales of Fine Jewellery by Type: % Value 2018-2023
Table 30 - Sales of Fine Jewellery by Collection: % Value 2018-2023
Table 31 - Sales of Fine Jewellery by Metal: % Value 2018-2023
Table 32 - NBO Company Shares of Jewellery: % Value 2019-2023
Table 33 - LBN Brand Shares of Jewellery: % Value 2020-2023
Table 34 - Distribution of Jewellery by Format: % Value 2018-2023
Table 35 - Forecast Sales of Jewellery by Category: Volume 2023-2028
Table 36 - Forecast Sales of Jewellery by Category: Value 2023-2028
Table 37 - Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028
Table 38 - Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

Traditional and Connected Watches in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Traditional watches are increasingly seen as an investment in Romania
Connected watches register vigorous growth, post-pandemic
Retailers vie to offer a more sophisticated shopping experience

PROSPECTS AND OPPORTUNITIES

Premiumisation will intensify as consumer purchasing power improves
Connected appliances set to gain ground in the coming years
Scope for further growth in online retailing over the forecast period

CATEGORY DATA

Table 39 - Sales of Traditional and Connected Watches by Category: Volume 2018-2023
Table 40 - Sales of Traditional and Connected Watches by Category: Value 2018-2023
Table 41 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2018-2023
Table 42 - Sales of Traditional and Connected Watches by Category: % Value Growth 2018-2023
Table 43 - Sales of Traditional Watches by Category: Volume 2018-2023
Table 44 - Sales of Traditional Watches by Category: Value 2018-2023
Table 45 - Sales of Traditional Watches by Category: % Volume Growth 2018-2023
Table 46 - Sales of Traditional Watches by Category: % Value Growth 2018-2023

Table 47 - Sales of Traditional Watches by Price Band: Volume 2018-2023

Table 48 - Sales of Traditional Watches by Price Band: Value 2018-2023

Table 49 - Sales of Traditional Watches by Price Band: % Volume Growth 2018-2023

Table 50 - Sales of Traditional Watches by Price Band: % Value Growth 2018-2023

Table 51 - Sales of Connected Watches by Category: Volume 2018-2023

Table 52 - Sales of Connected Watches by Category: Value 2018-2023

Table 53 - Sales of Connected Watches by Category: % Volume Growth 2018-2023

Table 54 - Sales of Connected Watches by Category: % Value Growth 2018-2023

Table 55 - NBO Company Shares of Traditional Watches: % Value 2019-2023

Table 56 - LBN Brand Shares of Traditional Watches: % Value 2020-2023

Table 57 - NBO Company Shares of Connected Watches: % Value 2019-2023

Table 58 - LBN Brand Shares of Connected Watches: % Value 2020-2023

Table 59 - Distribution of Traditional Watches by Format: % Value 2018-2023

Table 60 - Distribution of Connected Watches by Format: % Value 2018-2023

Table 61 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2023-2028

Table 62 - Forecast Sales of Traditional and Connected Watches by Category: Value 2023-2028

Table 63 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2023-2028

Table 64 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2023-2028

Table 65 - Forecast Sales of Traditional Watches by Category: Volume 2023-2028

Table 66 - Forecast Sales of Traditional Watches by Category: Value 2023-2028

Table 67 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2023-2028

Table 68 - Forecast Sales of Traditional Watches by Category: % Value Growth 2023-2028

Table 69 - Forecast Sales of Connected Watches by Category: Volume 2023-2028

Table 70 - Forecast Sales of Connected Watches by Category: Value 2023-2028

Table 71 - Forecast Sales of Connected Watches by Category: % Volume Growth 2023-2028

Table 72 - Forecast Sales of Connected Watches by Category: % Value Growth 2023-2028

Writing Instruments in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising volume sales despite declining purchasing power

Private labels gain ground in 2023, thanks to the affordability factor

Retailers and manufacturers respond to high demand in back-to-school months with playful designs and special offers

PROSPECTS AND OPPORTUNITIES

Slowdown in growth anticipated due to ongoing digitalisation

Premiumisation trend will continue, with luxury items remaining popular as gifts

Writing instruments set to embrace sustainability in the years ahead

CATEGORY DATA

Table 73 - Sales of Writing Instruments by Category: Volume 2018-2023

Table 74 - Sales of Writing Instruments by Category: Value 2018-2023

Table 75 - Sales of Writing Instruments by Category: % Volume Growth 2018-2023

Table 76 - Sales of Writing Instruments by Category: % Value Growth 2018-2023

Table 77 - NBO Company Shares of Writing Instruments: % Value 2019-2023

Table 78 - LBN Brand Shares of Writing Instruments: % Value 2020-2023

Table 79 - Distribution of Writing Instruments by Format: % Value 2018-2023

Table 80 - Forecast Sales of Writing Instruments by Category: Volume 2023-2028

Table 81 - Forecast Sales of Writing Instruments by Category: Value 2023-2028

Table 82 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028

Table 83 - Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/personal-accessories-in-romania/report.