

Personal Accessories in the US

January 2024

Table of Contents

Personal Accessories in the US

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 the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite strong travel recovery, higher costs impact consumer behaviour, moderating growth in luggage in 2023

Luxury cooldown underscores value-seeking consumer behaviour

Versatile bags lead recovery, especially hands-free options

PROSPECTS AND OPPORTUNITIES

Adapting to consumers' modern-day lifestyles will be imperative to secure growth in the forecast period

Players should note successful sustainability initiatives that are supported with innovative designs and effective storytelling, such as Coachtopia

Growing opportunities as men's fashion is supported by the influence of social media and celebrities

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 the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine jewellery struggles to maintain momentum following post-pandemic highs

Value-driven merits attract consumers to costume jewellery

Players balance the importance of a social media and retail store presence

PROSPECTS AND OPPORTUNITIES

Despite economic uncertainties in the short term, luxury players are moving ahead with long-term optimism

Sustainability efforts to become more apparent, with attention turning towards lab-grown diamonds and resale

Courting Gen Z as the next frontier of jewellery consumers

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 the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Traditional watches faces an uphill battle amidst soaring living costs

High watches drives value sales, as basic and mid watches continue to recover

Consumers strike a balance between budget and lifestyle, paving the way for brands bridging high and mid watches

PROSPECTS AND OPPORTUNITIES

Navigating economic uncertainties in the short term with long-term optimism

Consumer adoption of smart wearables expected to continue growing

Players' continued investment in digitalisation to engage Gen Z and safeguard luxury watches

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 the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Writing instruments struggles in 2023

Renaissance of colouring was short-lived

Challenges from new modes of schooling and working are encouraging players to strengthen their functional offerings to consumers

PROSPECTS AND OPPORTUNITIES

Despite a lacklustre outlook, players continue innovating in line with demands such as social responsibility and sustainability

Opportunities to tap into pop culture events to inspire consumers

Digitalisation presents an ongoing threat to growth for traditional writing instruments

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-the-us/report.