

# Personal Accessories in South Africa

January 2024

**Table of Contents** 

# Personal Accessories in South Africa

# 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 by Format: % Value 2018-2023
Table 7 - Distribution of Personal Accessories by Category: Volume 2023-2028
Table 8 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028
Table 9 - Forecast Sales of Personal Accessories by Category: Wolume Growth 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 South Africa

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bags and luggage are seen as non-essential by many consumers Consumers purchase in bulk using the Shein app Value sales of luggage increase slightly as travel resumes

#### PROSPECTS AND OPPORTUNITIES

Consumers are seeking sustainability when it comes to bags and luggage Innovation will be evident in luggage Consumers expected to continue to shop in bricks-and-mortar stores

# 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 by Format: % Value 2018-2023
Table 19 - Distribution of Bags and Luggage by Category: Volume 2023-2028
Table 20 - Forecast Sales of Bags and Luggage by Category: Value 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: % Value Growth 2023-2028
Table 23 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2023-2028

#### Jewellery in South Africa

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Lab-grown diamonds gain popularity in South Africa Costume jewellery benefits from following trends that emerge in fine jewellery Impulse purchases during sales periods help maintain growth for costume jewellery

# PROSPECTS AND OPPORTUNITIES

Shein set to threaten sales of domestic costume jewellery in South Africa Growth in fine jewellery will be driven by special occasions Affluent consumers likely to continue to seek limited-edition fine jewellery

#### 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 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 2018-2023
Table 34 - Distribution 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 South Africa

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Connected watches continues to see dynamic growth Mr Price offers consumers affordable connected watches Many South Africans remain brand-loyal when it comes to watches

#### PROSPECTS AND OPPORTUNITIES

Consumers seek unique limited-edition traditional watches The Swatch Group is set to continue to attract consumers across the spectrum Consumers are becoming environmentally conscious when it comes to their purchasing decisions

# 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 45 - Sales of Traditional Watches by Category: % Volume 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 South Africa

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Pens and pencils maintain growth, as these are seen as basic necessities Demand for writing instruments remains fairly stable despite economic difficulties in South Africa Consumers are seeking the cheapest options when it comes to writing instruments

#### PROSPECTS AND OPPORTUNITIES

Writing instruments is becoming a more competitive category Stationery enthusiasts now purchase unique writing instruments from Shein Licensed writing instruments could create an opportunity for growth

# 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: % Volume Growth 2023-2028
Table 82 - Forecast Sales of Writing Instruments by Category: % Value 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-south-africa/report.