

Personal Accessories in France

January 2024

Table of Contents

Personal Accessories in France

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 France

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 sees ongoing success of all goods related to travel and luxury

Varying results in backpacks: Beneficial for items aimed at trekking but less so for those targeting schoolchildren Solid growth for luxury brands and the success of new players

PROSPECTS AND OPPORTUNITIES

Asian and affluent tourists from North America and Middle East return, driving growth of luxury bags and luggage Possible new balance in age, gender, lifestyle and distribution

New aggressive and innovative players set to emerge

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 France

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing dynamism despite a difficult economic context in 2023

Costume jewellery finds new pathways for growth while fine jewellery fares better

Upmarket brands gain considerable appeal, but low-cost/mid-priced players also progress

PROSPECTS AND OPPORTUNITIES

All stars aligned for ongoing success of jewellery, at least in the short term

Potential for further success for men's and unisex jewellery

"Eco-chic" - sustainable development and ethics to forge ahead

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 France

KEY DATA FINDINGS

2023 DEVELOPMENTS

A positive year for traditional and connected watches primarily due to premium and luxury options

Less progression for basic and mid watches, especially in quartz segment

High watches continue to appeal to affluent tourists

PROSPECTS AND OPPORTUNITIES

Further rise in demand for watches until 2024 in France

Department stores and multi-brand outlets to remain relevant, while e-commerce offers recovery potential

Varying results expected for connected 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 France

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poor results for writing instruments mainly driven by sacrifices to school budgets

Skyrocketing unit prices boost value sales of premium/luxury writing instruments

Bic stays afloat in basic products while Montblanc still dominates premium/luxury writing instruments

PROSPECTS AND OPPORTUNITIES

French consumers could limit their budgets for writing instruments

The rising trends of sustainability and the second-hand market

Recovery of e-commerce via online marketplaces

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 focusing 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-france/report.