Euromonitor International

Competitor Strategies in Personal Accessories

July 2025

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Key findings

INDUSTRY OVERVIEW

Global personal accessories market recovery stalls amid economic headwinds
Jewellery leads personal accessories sales in 2024, driven by fine jewellery in APAC
Middle East and Africa and Asia Pacific lead recovery, while North America falls behind
Market uncertainty and shifting consumer priorities slow industry consolidation

COMPETITIVE ENVIRONMENT

Led by LVMH, luxury giants continue to dominate the top 10…
…while Asia-based players drive the fastest growth
The majority of leading companies heavily depend on personal accessories for sales
2019-2024 growth shaped by market dynamics and share gains , with minimal M&A
Developed markets dominate sales, yet emerging markets show rising influence
Category diversification drives resilience and growth among leaders
Top personal accessories players remain highly dependent on their top three brands
LVMH and Richemont are expected to maintain their top positions over the forecast

UNLOCKING OPPORTUNITY IN NEW MARKET FRONTIERS

Emerging APAC markets at the core of personal accessories growth
Jewellery growth led by India, while China powers the rest of the market
A multifaceted market: Diverse players leading across personal accessories categories
The APAC bags and luggage market is largely dominated by luxury brands
Louis?Vuitton buoys brand experience with “The Louis” ship-shaped flagship in Shanghai
Asia Pacific drives Prada SpA’s bags and luggage growth, powered by Gen Z demand
India to drive nearly half of global jewellery growth from 2024 to 2029
India’s jewellery market shifts: Lighter gold and growing diamond demand
Swarovski targets India expansion with launch of lab-grown diamonds and new stores
Indian jewellers go global: Tanishq expands international presence with new stores
China: The second growth engine of jewellery , powered by tradition and modernity
Unlocking growth: Navigating the two key jewellery growth drivers in China
Laopu Gold, the “Hermès of gold”, opens its first overseas store in Singapore
Luck and luxury: Van Cleef & Arpels channels xuanxue at the Paris Olympics

NAVIGATING UNCERTAINTY IN THE US MARKET

The impact of Trump’s agenda on the US and global personal accessories market
Trump’s shadow over the globally crucial US personal accessories market
US personal accessories market relies on imports with a diversified regional footprint
Tariff strategies across costume and fine jewellery : From small to big brands
From Switzerland to silicon valley: Diverging watch segment strategies amid tariffs
Luxury and mass-market responses to trade shocks in the bags and luggage sector
Newell brands pushes to lower reliance on imports from China amid tariff pressures

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Projected company sales: FAQs

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