



**Euromonitor
International**

Personal Accessories in India

February 2026

Table of Contents

EXECUTIVE SUMMARY

Improving economy supports sales of personal accessories in 2025

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Rising disposable incomes fuel premiumisation trend

Titan's Jalsa watch epitomises the growing focus on luxury goods

Chart 3 - Titan's JALSA Watch Highlights Rising Premiumisation in India's Luxury Market

Regulatory measures enhance trust in jewellery

WHAT'S NEXT?

Sales set to benefit from growing base of more affluent consumers

Jewellery set to drive growth with the focus on premiumisation and sustainability

Digital transformation reshapes retail strategies and consumer engagement

COMPETITIVE LANDSCAPE

D2C brands challenge incumbents in personal accessories

Chart 4 - Legacy Brands Face Growing Competition from Agile D2C Brands in 2025

Opportunities emerging from shifts in competitive dynamics

CHANNELS

Offline retail leads due to the importance of tactile experiences

Retail e-commerce drives growth with convenience and digital adoption

An omnichannel presence has become essential for retailers

PRODUCTS

Gen Z drives innovation in jewellery design and sourcing

Chart 5 - Palmonas Highlights Gen Z's Influence on India's Jewellery Market in 2025

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in India 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in India 2025

Chart 9 - Consumer Landscape in India 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gen Z influencing the growth and development of bags and luggage

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Rising disposable income drives demand for quality bags and luggage

Bags dominate market share with sustained demand

Players shift focus to attract the attention of Gen Z shoppers

Chart 12 - Brands Focus on Celebrity Collaborations and Retail Expansion in 2025

WHAT'S NEXT?

Smart luggage and digital transformation set to drive growth

Bags to maintain dominance as luggage gains traction

Sustainability and digitalisation reshaping the competitive landscape

COMPETITIVE LANDSCAPE

D2C brands challenge incumbents, reshaping market dynamics

Chart 13 - Mokobara's Expansion and Collaborations Fuel its Rise in 2025

Emerging players and digitalisation drive future growth

CHANNELS

Offline retail dominates sales of bags and luggage

Retail e-commerce emerges as the most dynamic channel

Omnichannel retailing and digitalisation shape competitive landscape

PRODUCTS

Tech-savvy brands drive innovation with smart features

Chart 14 - Safari and boAt Collaborate to Launch a Smart Luggage Range in 2025

COUNTRY REPORTS DISCLAIMER

[Jewellery in India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Introduction of mandatory hallmarking shakes up the market

Chart 15 - Key Trends 2025

Chart 16 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers adapt to high gold prices with affordable options

Costume jewellery maintains largest share despite price pressures

Lab grown diamonds offer a more ethical and sustainable solution

Chart 17 - Lab Grown Diamonds Attracting Ethical Shoppers

WHAT'S NEXT?

Affordable luxury and digital engagement fuels growth

Costume jewellery set to maintain its dominance with evolving consumer preferences

Digital transformation and sustainability shape the future of jewellery retail

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through strategic expansion

Mergers and acquisitions reshape competitive landscape

Chart 18 - Shraddha Kapoor-Backed Palmonas Raises Fund, Plans 100 New Stores Across India

CHANNELS

Offline retail remains dominant despite e-commerce growth

Retail e-commerce gains traction

Chart 19 - CaratLane Expands 9-Karat Jewellery Line Amid Growing Demand for Lightweight Gold
Emerging brands drive innovation with a focus on sustainability and digitalisation

PRODUCTS

Palmonas finding success with Gen Z driving demand for affordable, durable jewellery designs
Mandatory hallmarking boosts demand for certified 9-karat gold

COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

New trade agreement and increase in HNWIs helps drive growth
Chart 20 - Key Trends 2025
Chart 21 - Analyst Insight

INDUSTRY PERFORMANCE

Tariffs and supply chain agreements drive premium watch sales
Chart 22 - Swiss Watch Imports Get Cheaper in India Post-Trade Pact
Traditional watches remains the largest category
Tariffs and supply chain emerge as key trend
Chart 23 - Ethos Opens 'City of Time' Luxury Watch Destination in Gurgaon

WHAT'S NEXT?

Tariffs and demographics drive premium watch sales growth
Connected watches set to see a shift towards premium offerings
Omnichannel retailing strategies could be key to growth

COMPETITIVE LANDSCAPE

Titan solidifies its lead as Apple and Samsung gain traction
No significant mergers, acquisitions, or new product launches

CHANNELS

Offline retail leads sales of traditional watches, while e-commerce drives growth in connected watches
Leisure and personal goods specialists drive offline sales, e-commerce gains traction
No new retail concepts or collaborations expected to emerge in 2026

PRODUCTS

BoAt drives innovation with AI-powered smartwatches
Chart 24 - BoAt Launches New Smartwatch with NFC Payments at an Affordable Price

COUNTRY REPORTS DISCLAIMER

[Writing Instruments in India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increase in educational enrolments helps drive sales growth
Chart 25 - Key Trends 2025
Chart 26 - Analyst Insight

INDUSTRY PERFORMANCE

Premiumisation drives growth

Pens dominate the market with steady demand backed by expanding distribution reach

Sustainability concerns informing new product development

Chart 27 - Rescript's Digital Campaign Places a Focus on Sustainability

WHAT'S NEXT?

Premiumisation and sustainability set to drive future growth

Pens set to benefit from premiumisation

Colouring emerges as fastest growing category

COMPETITIVE LANDSCAPE

Hindustan Pencils leads a concentrated writing instruments market

No significant mergers or acquisitions in 2025

CHANNELS

Offline retail dominates sales as consumers prefer physical stores

Retail e-commerce gains traction with convenience and value offers

Premiumisation and e-commerce drive channel dynamics

Chart 28 - Pilot Launches its First Store in India in 2025

PRODUCTS

Sustainability drives innovation with a focus on eco-friendly materials

Gen z influences product design with creative and digital flair

COUNTRY REPORTS DISCLAIMER

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-india/report.