



Personal Accessories in Hong Kong, China

March 2026

Table of Contents

EXECUTIVE SUMMARY

Polarised demand and evolving behaviour reshape personal accessories

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives bifurcated demand and brand strategies

Chow Tai Fook successfully navigates market polarisation

Chart 2 - Chow Tai Fook Collaborates with Popular IP Chiikawa in 2025

Transformative influence of Gen Z and evolving tourism

WHAT'S NEXT?

Omnichannel strategies drive customer connection and loyalty

Chart 3 - STAND OIL Pop-Up in Key Traffic Area Tsim Sha Tsui

Microbrands and niche players capitalise on demand for self-expression

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Competition intensifies across three emerging arenas

Patek Philippe's new experiential flagship store

Chart 5 - Patek Philippe Opens New Experiential Flagship Store on Central Queen's Road

CHANNELS

Offline retail remains central to personal accessories sales

Online retail playing an increasingly complementary role

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Hong Kong, China 2025

Chart 9 - Consumer Landscape in Hong Kong, China 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market resilience masks deepening polarisation and competitive fragmentation

Chart 10 - Key Trends 2025

INDUSTRY PERFORMANCE

Marginal growth masks category-level divergence driven by consumer polarisation

Chart 11 - More Frequent Affordable Luxury Brands Pop-Up at SOGO Department Store in 2025

Dual pressures from local trading down and tourist spending shift constrain recovery

Chart 12 - Japanese Second-Hand Marketplace Mercari Enters Hong Kong

Tourism consumption seeing slow recovery

WHAT'S NEXT?

Dual-track demand to drive sustained growth as market polarisation deepens

New entrants intensify competition

Brands shifting towards experiential retail

Chart 13 - Analyst Insight

COMPETITIVE LANDSCAPE

Louis Vuitton extends its lead despite Korean entrants gaining traction

Chart 14 - Louis Vuitton Announces New Flagship Store in Tsim Sha Tsui in 2025

Brands shifting towards experiential retail

CHANNELS

Offline maintains its dominance as e-commerce gains ground in omnichannel model

COUNTRY REPORTS DISCLAIMER

[Jewellery in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining sales due to economic uncertainty and changing consumer behaviour

Chart 15 - Key Trends 2025

INDUSTRY PERFORMANCE

Gold jewellery sales surge driven by mainland Chinese tourists

Chart 16 - Chinese Tourists Keen to Buy Gold Jewellery During 2025 May Golden Week

Investment demand drives fine jewellery sales during Golden Week

Gen Z engagement shaped by experiential retail expectations

Chart 17 - Gold Jeweller Chow Tai Fook Launches Collaboration with IP Chiikawa in 2025

WHAT'S NEXT?

Experiential retail and sustainability drive growth among young consumers

Chart 18 - Analyst Insight

Tourist spending will remain a core engine of recovery

Immersive formats and collaborations to shape Gen Z jewellery demand

COMPETITIVE LANDSCAPE

Chow Tai Fook maintains its lead through trust, targeting and innovation

International luxury houses tapping into intensive clienteling and personalised experiences

Future Rocks teams up with a nail studio in a cross-segment collaboration

Chart 19 - Future Rocks x Nail Bar Cross-Segment Collaboration

CHANNELS

Physical stores remain indispensable for jewellery sales

Retail e-commerce continues to make headway

COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market evolution drives luxury brands to blend heritage, pre-owned and innovation

Chart 20 - Key Trends 2025

INDUSTRY PERFORMANCE

Resale and rental trends reshape market dynamics

Chart 21 - Richard Mille Brings Value of Time to Hong Kong in 2025

Luxury watches retailers face challenges from changing tourist behaviour

Chart 22 - Prince Jewellery & Watch Steps Away from Russell Street in 2025

Wellness-driven adoption strengthens connected watch demand

Chart 23 - Local Brand Momax Launches Connected Watch and Ring in 2025

WHAT'S NEXT?

Health-led adoption fuels long-term growth in connected watches

Connected watches to gain share, traditional watches will remain the largest category

Chart 24 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading luxury brands continue to lead through diversification

Local microbrands challenge established players

CHANNELS

Retail e-commerce gains share as microbrands thrive

COUNTRY REPORTS DISCLAIMER

Writing Instruments in Hong Kong, China

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable value amid volume decline driven by lifestyle evolution and digital engagement

Chart 25 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation shapes tepid overall performance

Chart 26 - Hong Kong Book Fair as a Key Touchpoint to Engage with Value-Conscious Consumers

Pens maintain dominance as category dynamics remain stable

Gen Z aesthetics reshape mass-market stationery positioning

Chart 27 - Wiggle Wiggle Pop-Up at Kai Tak AIRSIDE in 2025

WHAT'S NEXT?

Modest growth anchored in experiential retail and lifestyle positioning

Digital-first strategies become non-negotiable for Gen Z engagement

Chart 28 - Analyst Insight

Luxury segment recovery contingent on occasion-based marketing

COMPETITIVE LANDSCAPE

Leaders maintain their positions through diversified offerings

Mass-market giants continue to lead, while luxury players pursue reinvention

Chart 29 - Montblanc Collaborates with Wes Anderson in 2025

CHANNELS

E-commerce gains share through brand discovery and premium exploration

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-hong-kong-china/report.