



Euromonitor
International

Where Consumers Shop for Personal Accessories

July 2025

INTRODUCTION

Key findings

Key facts to share

STATE OF THE INDUSTRY

Consumers remain cautious amid an uncertain macroeconomic environment

Economic, geopolitical and climate factors disrupt overall industry performance...

...so the small but mighty ultra-HNWI segment will come into even greater focus

Hong Kong continues to enjoy strong per capita spending across personal accessories

Asia will set trends and drive growth in many personal accessories categories

Asia Pacific expected to remain a key driver over the forecast period and beyond

Jewellery and watches lead as the only categories showing positive growth

Deeper move towards "purpose" is increasingly evident across the consumer landscape

Omnichannel strategies continue to drive innovation across sales channels

Personal accessories sales distribution overview

OFFLINE RETAIL

In-store experiential retail driven by premium sector in personal accessories

Specialist retailers remain significant towards successful omnichannel strategies

Bags and luggage specialists: Concierge services remain imperative

Jewellery and watch specialists: Experiential retail remains key

RETAIL OFFLINE

Department stores: Stabilised through in-store activations

Retail landscape: Jewellery and watch specialists remain dynamic

Polène Paris: Shifting from digital first to brick-and-mortar selling

RETAIL E-COMMERCE

Continued prospects of retail e-commerce in personal accessories sector

Established and emerging regions continue to diversify global growth

Established and emerging markets driven by omnichannel adoption

Swarovski: Digital Flagship Store

CONCLUSION

Successful digital investment in offline retailing

Opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-personal-accessories/report.