



Euromonitor
International

Personal Accessories in Australia

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EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
Influence of Generation Z and millennials shapes consumer behaviour
Innovative new product development, expanding engagement and corporate acquisition ensure dynamic competitive landscape
Retail developments focus on increasing vertical integration of specialists and building seamless omnichannel strategies
What next for personal accessories?

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Resumption of inbound and outbound travel flows a boon to luggage sales
Competitive landscape offers a mix of luxury conglomerates, lifestyle specialists and local favourites
Circular economy design principles, small batches, independent creators and responsible sourcing lead shift towards sustainability

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Lab-grown diamonds appeal to younger generations of consumers

PROSPECTS AND OPPORTUNITIES

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Smart wearables facilitate and drive biohacking and other health and wellness trends
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PROSPECTS AND OPPORTUNITIES

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Writing Instruments in Australia

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- Back-to-school season boosts demand for writing instruments
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- Competitive landscape split across branded essentials and local innovation

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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