



Personal Accessories in the US

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2024 DEVELOPMENTS

Consumers exhibit a high desire for travel in 2024, although the high costs of living influence demand for luggage
Luxury brands see a mixed performance, with consumption more polarised between high-end and entry-level brands
Challenges in department stores prompt players to explore other distribution options

PROSPECTS AND OPPORTUNITIES

Versatile, functional, and small bags will drive growth in the forecast period
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Growing interest in sustainable behaviours and purchasing will present both challenges and opportunities

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Efforts to raise brand awareness and engagement by players in costume jewellery are paying off

Key players focus on expanding and investing in successful iconic product collections

PROSPECTS AND OPPORTUNITIES

Efforts to elevate the in-store shopping experience likely to continue in the forecast period, which may amplify struggles in department stores

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Brands that blend luxury and affordability resonate with consumers

PROSPECTS AND OPPORTUNITIES

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Leading players explore opportunities in the creative writing segment

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PROSPECTS AND OPPORTUNITIES

The back-to-school season will remain the core sales driver for writing instruments over the forecast period

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