



Personal Accessories in Taiwan

January 2025

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Bags and Luggage in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

A rise in outbound trips boosts sales of luggage, while innovation focuses on capacity and design
Brands focus on sustainability, including the use of recycled materials and waste reduction
Bags and luggage specialist stores lead distribution, offering a wide variety of local and international brands

PROSPECTS AND OPPORTUNITIES

An increase in active lifestyles is expected to drive innovation and sales of versatile, multi-functional bags
Smart luggage is set to revolutionise the travel experience across the forecast period
Retail e-commerce and trade fairs are set to gain ground, providing opportunities for local players

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Changing consumer preferences shape buying habits in the jewellery category
International players lead the jewellery market, while Japanese brands make an impact
Traditional jewellery shops struggle against the competition from established, international brands

PROSPECTS AND OPPORTUNITIES

Brands are expected to adapt to meet the evolving expectations of jewellery consumers
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KEY DATA FINDINGS

2024 DEVELOPMENTS

Connected watches drive growth through targeted features and ongoing innovation
New launches align with the Y2K trend, offering playful and colourful designs
Brands launch sustainable ranges to align with rising consumer demands

PROSPECTS AND OPPORTUNITIES

Innovation and ongoing product development are expected to boost growth in connected watches
Traditional watches will continue to benefit from an alignment with fashion, status and craftsmanship
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Writing Instruments in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Brands respond to digitisation by launching limited-edition designs and creative products
- Online influencers increasingly impact the competitive landscape in writing instruments
- Product developments focus on convenient, multifunctional solutions to drive sales

PROSPECTS AND OPPORTUNITIES

- Product development is expected to focus on practical, creative and eye-catching goods
- Sustainability is expected to be a rising trend as some consumers prioritise eco-conscious products
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