



**Euromonitor  
International**

# Personal Accessories in the Philippines

January 2025

Table of Contents

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for personal accessories?

MARKET DATA

- Table 1 - Sales of Personal Accessories by Category: Volume 2019-2024
- Table 2 - Sales of Personal Accessories by Category: Value 2019-2024
- Table 3 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Personal Accessories: % Value 2020-2024
- Table 6 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
- Table 7 - Distribution of Personal Accessories by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
- Table 10 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bags and Luggage in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bags outperform luggage in terms of growth  
Local brands maintain strong consumer loyalty as international players ramp up marketing investments  
Rise of "premium-luxury" bags, driven by social media and influencer marketing

PROSPECTS AND OPPORTUNITIES

Continuous expansion of local and international travel routes will boost demand  
Innovation will embrace fashion and functionality, with personalisation remaining ongoing trend  
Pop-up bazaars will provide avenue for local bag entrepreneurs, while e-commerce will continue to gain traction

CATEGORY DATA

- Table 12 - Sales of Bags and Luggage by Category: Volume 2019-2024
- Table 13 - Sales of Bags and Luggage by Category: Value 2019-2024
- Table 14 - Sales of Bags and Luggage by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Bags and Luggage by Category: % Value Growth 2019-2024
- Table 16 - Sales of Luggage by Type: % Value 2019-2024
- Table 17 - NBO Company Shares of Bags and Luggage: % Value 2020-2024
- Table 18 - LBN Brand Shares of Bags and Luggage: % Value 2021-2024
- Table 19 - Distribution of Bags and Luggage by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Bags and Luggage by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Bags and Luggage by Category: Value 2024-2029
- Table 22 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lab grown diamonds gain popularity in view of environmental and financial concerns  
K-pop and maximalist designs drive growth of costume jewellery amongst millennials  
Pawnshops and e-commerce platforms drive engagement in fine jewellery

PROSPECTS AND OPPORTUNITIES

Fine jewellery will remain culturally important in Filipino Chinese traditions  
Rise in financial literacy will drive online fine jewellery purchases  
Proposed simplified mining fiscal regime could attract investment in local mining industry

CATEGORY DATA

- Table 24 - Sales of Jewellery by Category: Volume 2019-2024
- Table 25 - Sales of Jewellery by Category: Value 2019-2024
- Table 26 - Sales of Jewellery by Category: % Volume Growth 2019-2024
- Table 27 - Sales of Jewellery by Category: % Value Growth 2019-2024
- Table 28 - Sales of Costume Jewellery by Type: % Value 2019-2024
- Table 29 - Sales of Fine Jewellery by Type: % Value 2019-2024
- Table 30 - Sales of Fine Jewellery by Collection: % Value 2019-2024
- Table 31 - Sales of Fine Jewellery by Metal: % Value 2019-2024
- Table 32 - NBO Company Shares of Jewellery: % Value 2020-2024
- Table 33 - LBN Brand Shares of Jewellery: % Value 2021-2024
- Table 34 - Distribution of Jewellery by Format: % Value 2019-2024
- Table 35 - Forecast Sales of Jewellery by Category: Volume 2024-2029
- Table 36 - Forecast Sales of Jewellery by Category: Value 2024-2029
- Table 37 - Forecast Sales of Jewellery by Category: % Volume Growth 2024-2029
- Table 38 - Forecast Sales of Jewellery by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minimalist watches endure as versatile choice  
Connected watches continue to see rapid growth, driven by demand for multifunctionality and affordability  
Luxury watches especially for men, see increased demand in casinos and high-end retail outlets

PROSPECTS AND OPPORTUNITIES

Connected watches will lead expansion, driven by connected work culture and consumers investing in health  
Cross-collaborations will continue to gain traction  
Shift to online sales, driven by e-commerce expansion and attractive incentives

CATEGORY DATA

- Table 39 - Sales of Traditional and Connected Watches by Category: Volume 2019-2024
- Table 40 - Sales of Traditional and Connected Watches by Category: Value 2019-2024
- Table 41 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024
- Table 42 - Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024
- Table 43 - Sales of Traditional Watches by Category: Volume 2019-2024
- Table 44 - Sales of Traditional Watches by Category: Value 2019-2024
- Table 45 - Sales of Traditional Watches by Category: % Volume Growth 2019-2024
- Table 46 - Sales of Traditional Watches by Category: % Value Growth 2019-2024

Table 47 - Sales of Traditional Watches by Price Band: Volume 2019-2024

Table 48 - Sales of Traditional Watches by Price Band: Value 2019-2024

Table 49 - Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024

Table 50 - Sales of Traditional Watches by Price Band: % Value Growth 2019-2024

Table 51 - Sales of Connected Watches by Category: Volume 2019-2024

Table 52 - Sales of Connected Watches by Category: Value 2019-2024

Table 53 - Sales of Connected Watches by Category: % Volume Growth 2019-2024

Table 54 - Sales of Connected Watches by Category: % Value Growth 2019-2024

Table 55 - NBO Company Shares of Traditional Watches: % Value 2020-2024

Table 56 - LBN Brand Shares of Traditional Watches: % Value 2021-2024

Table 57 - NBO Company Shares of Connected Watches: % Value 2020-2024

Table 58 - LBN Brand Shares of Connected Watches: % Value 2021-2024

Table 59 - Distribution of Traditional Watches by Format: % Value 2019-2024

Table 60 - Distribution of Connected Watches by Format: % Value 2019-2024

Table 61 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029

Table 62 - Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029

Table 63 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029

Table 64 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029

Table 65 - Forecast Sales of Traditional Watches by Category: Volume 2024-2029

Table 66 - Forecast Sales of Traditional Watches by Category: Value 2024-2029

Table 67 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029

Table 68 - Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029

Table 69 - Forecast Sales of Connected Watches by Category: Volume 2024-2029

Table 70 - Forecast Sales of Connected Watches by Category: Value 2024-2029

Table 71 - Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029

Table 72 - Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

Writing Instruments in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Digitalisation contributes to slowdown in growth of writing instruments
- Personalisation gains appeal in offline channels, as e-commerce gains traction
- Growing popularity of colouring as therapeutic activity

PROSPECTS AND OPPORTUNITIES

- Writing instruments will remain vital, despite trend towards digitalisation
- Child-safe writing instruments will gain traction
- Expected rising demand for eco-friendly offerings

CATEGORY DATA

Table 73 - Sales of Writing Instruments by Category: Volume 2019-2024

Table 74 - Sales of Writing Instruments by Category: Value 2019-2024

Table 75 - Sales of Writing Instruments by Category: % Volume Growth 2019-2024

Table 76 - Sales of Writing Instruments by Category: % Value Growth 2019-2024

Table 77 - NBO Company Shares of Writing Instruments: % Value 2020-2024

Table 78 - LBN Brand Shares of Writing Instruments: % Value 2021-2024

Table 79 - Distribution of Writing Instruments by Format: % Value 2019-2024

Table 80 - Forecast Sales of Writing Instruments by Category: Volume 2024-2029

Table 81 - Forecast Sales of Writing Instruments by Category: Value 2024-2029

Table 82 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029

Table 83 - Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

## 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-the-philippines/report](http://www.euromonitor.com/personal-accessories-in-the-philippines/report).