



Euromonitor
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Personal Accessories in Switzerland

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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 Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Duffle bags and luxury handbags drive retail volume growth, challenging sales in other bag areas
Luxury handbags lead sales as brands focus on social media to engage consumers
Hermès International SCA retains its lead, innovating to engage consumers

PROSPECTS AND OPPORTUNITIES

Luxury handbags drive growth, while business bags are challenged by new working models
Retail e-commerce and social media increasingly drive sales in bags and luggage
Sustainability and technological advancements will shape innovations within luggage

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

Retail volume decline for fine jewellery, while costume jewellery benefits from its affordability
Lab grown diamonds fail to capture consumer interest in Switzerland
Cartier International retains its lead, benefiting from offering investment pieces

PROSPECTS AND OPPORTUNITIES

Fine jewellery leads value sales, however, retail volume growth is expected to struggle in all areas
Sustainability concerns are expected to drive the use of lab diamonds and recycled gold
Gold jewellery will face challenges due to high prices while silver will continue to dominate

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

Traditional and Connected Watches in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional watches outperform connected watches, which record a volume and value decline
The Swatch Group and Rolex SA lead the competitive landscape with strong brand reputations
Jewellery and watch specialists continue to lead sales through in-person expertise

PROSPECTS AND OPPORTUNITIES

Traditional watches record positive value growth while demand for connected watches is expected to decline
High and mid watches are set to drive demand as basic watches decline
Lack of innovation and competition from alternative smart wearables is set to challenge sales of connected watches

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 Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value growth driven by mechanical pencils, markers and highlighters

Pens remain popular in Switzerland, as ballpoint and rollerball pens lead sales

Montblanc International retains the lead, launching new ranges during 2024

PROSPECTS AND OPPORTUNITIES

Demand for mechanical pencils is set to decline as refills extend the lifespan of the product

Retail e-commerce is expected to gain ground as consumers prioritise convenience

Sustainability, social media and digitisation are set to influence the writing instruments category

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

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