



**Euromonitor  
International**

# Personal Accessories in France

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 France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of bags and luggage see a generally positive performance  
Back-to-school backpacks fail to boost category sales, heralding a new pattern  
Luxury brands still largely dominate despite (and, in fact, thanks to) increasingly high prices

PROSPECTS AND OPPORTUNITIES

A somewhat flat and sluggish outlook is expected over the forecast period  
Transparency and sustainability will become increasingly important, and more products for male consumers are expected  
A new generation of innovative players set to rise, bringing new developments to bags and 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

## Jewellery in France

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Jewellery sees slowing growth after the post-pandemic rebound

Fine jewellery fares better, while costume jewellery for men is growingly successful

Place Vendôme brands innovate on social networks, while mid-priced brands can also benefit from omnichannel strategies

#### PROSPECTS AND OPPORTUNITIES

A less favourable outlook lies ahead than previously expected

Will sustainable and eco-friendly trends continue in jewellery?

Men's and unisex jewellery to further gain ground

#### 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 France

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Traditional and connected watches see a positive performance in 2024

Sales of connected watches level out, although the highest-end models are still desirable to affluent consumers

Competitive landscape based on ongoing upgrades in luxury watches and wearables

#### PROSPECTS AND OPPORTUNITIES

Modest growth expected, mainly in high-end and luxury watches

Recovery expected in some basic and mid-range smart wearables and luxury wearables

Competition from second-hand, room for growth in department stores and multi-brand specialised stores, and a rebound in online sales

#### 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 France

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

2024 proved to be a disappointing year for writing instruments

The event of the Olympics did not boost sales of luxury writing instruments

Bic maintains leadership in basic products, while Montblanc is the most popular luxury pen

### PROSPECTS AND OPPORTUNITIES

Limited scope for development in a category in structural volume decline

Online marketplaces to fuel e-commerce sales

Growing competition from second-hand and rising sustainable 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-france/report](https://www.euromonitor.com/personal-accessories-in-france/report).