

Personal Accessories in Singapore

January 2025

Table of Contents

Personal Accessories in Singapore

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 Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth in 2024, as consumers become more cautious in their spending Local brands make waves, with Charles & Keith leading the way Luxury handbags witness slower growth

PROSPECTS AND OPPORTUNITIES

Brands need to pay close attention to changing conusmer prefernces and lifestyles Sustainability will be a prominent and desired feature

Hybrid retail strategies will drive engagement

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 Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued growth, despite ongoing economic uncertainty

Lab-grown diamonds gain popularity among Gen Z and Gen Alpha

Slowdown in post-pandemic wedding boom impacts fine jewellery market

PROSPECTS AND OPPORTUNITIES

Steady growth projected for fine and costume jewellery amid economic challenges
Brands will embrace customisation and personalisation
Omnichannel approach will be key to capturing the attention of consumers

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 Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

High mechanical watches lead sales of traditional timepieces

Swiss brands dominate the market

Jewellery and watch specialists remain most popular channel for traditional watches

PROSPECTS AND OPPORTUNITIES

Lack of progression for mid range watches

Smart wearables will threaten growth of quartz analogue and digital watches

Rise of second-hand market will pose challenge to luxury brands

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 Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Market for writing instruments sees positive growth in 2024

Trend towards personalisation

Sustainability is a key priority

PROSPECTS AND OPPORTUNITIES

Digitalisation poses a serious threat to traditional writing instruments

E-commerce will continue to expand, although online retail will remain the biggest contributor

Expected movement towards greater inclusivity

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 focusing 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-singapore/report.