



Euromonitor  
International

# Personal Luxury in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear) is home to minimalist clothing but decorative jeans, while digital trends continue  
Luxottica continues to lead luxury eyewear in 2023  
Sales rise for luxury jewellery despite relatively conservative consumer attitudes  
Luxury leather goods benefits from trend towards investment purchases  
Innovation and advanced tech drive growth in luxury wearables  
Luxury timepieces sees rise of smart and connected options  
Luxury writing instruments and stationery sees growth curbed by ongoing digitalisation trends  
High-end brands supported by demand for efficacy in super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Positive growth forecast for luxury wearables  
E-commerce platforms to see greater investment, while more players will expand into China  
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Luxury Goods in China - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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