



**Euromonitor
International**

Competitor Strategies in Personal Accessories

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Key findings

INDUSTRY OVERVIEW

Global personal accessories market recovery stalls amid economic headwinds

Jewellery leads personal accessories sales in 2024, driven by fine jewellery in APAC

Middle East and Africa and Asia Pacific lead recovery, while North America falls behind

Market uncertainty and shifting consumer priorities slow industry consolidation

COMPETITIVE ENVIRONMENT

Led by LVMH, luxury giants continue to dominate the top 10...

...while Asia-based players drive the fastest growth

The majority of leading companies heavily depend on personal accessories for sales

2019-2024 growth shaped by market dynamics and share gains , with minimal M&A

Developed markets dominate sales, yet emerging markets show rising influence

Category diversification drives resilience and growth among leaders

Top personal accessories players remain highly dependent on their top three brands

LVMH and Richemont are expected to maintain their top positions over the forecast

UNLOCKING OPPORTUNITY IN NEW MARKET FRONTIERS

Emerging APAC markets at the core of personal accessories growth

Jewellery growth led by India, while China powers the rest of the market

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Louis Vuitton buoys brand experience with “The Louis” ship-shaped flagship in Shanghai

Asia Pacific drives Prada SpA’s bags and luggage growth, powered by Gen Z demand

India to drive nearly half of global jewellery growth from 2024 to 2029

India’s jewellery market shifts: Lighter gold and growing diamond demand

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Indian jewellers go global: Tanishq expands international presence with new stores

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Unlocking growth: Navigating the two key jewellery growth drivers in China

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Luck and luxury: Van Cleef & Arpels channels xuanxue at the Paris Olympics

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Trump’s shadow over the globally crucial US personal accessories market

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