



**Euromonitor
International**

Personal Accessories in Ukraine

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Bags and Luggage in Ukraine

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Changes in demographics and a focus on essentials challenge sales of bags and luggage
Duffel and non-luxury handbags perform well, offered at affordable price points
Puma retains its lead of a highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Potential for recovery, however, the ongoing demographic shift is expected to challenge growth
Sustainability may be a growing focus as players offer recyclable materials
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The ongoing war in Ukraine leads jewellery to be considered an unessential item in 2024
Gold, silver, and other precious stones remain an important aspect of Ukrainian identity
Local players hold strong positions in the jewellery landscape, led by domestic company Zolotoy Vek PP

PROSPECTS AND OPPORTUNITIES

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Silver jewellery is expected to gain popularity, offering a more affordable alternative to gold
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Traditional and Connected Watches in Ukraine

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Urban consumers support an uplift in retail value and volume growth
Basic quartz digital watches record strong growth, offering affordability to consumers in 2024
Apple leads with almost a quarter of share, appealing through high-tech innovation

PROSPECTS AND OPPORTUNITIES

The growing reliance on smartphones and smart wearables is expected to pose a challenge to traditional watches
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Writing Instruments in Ukraine

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity and downtrading impact sales of writing instruments in 2024

Unessential products, such as mechanical pencils, record a decline as consumers focus on necessities

Distributors source writing instruments from local manufacturers, boosting sales

PROSPECTS AND OPPORTUNITIES

Demographic challenges, including low birth rates, are expected to challenge sales of writing instruments

Consumers are set to prioritise basic writing instruments, as affordability remains key

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