



**Euromonitor
International**

Personal Accessories in Australia

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EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
Influence of Generation Z and millennials shapes consumer behaviour
Innovative new product development, expanding engagement and corporate acquisition ensure dynamic competitive landscape
Retail developments focus on increasing vertical integration of specialists and building seamless omnichannel strategies
What next for personal accessories?

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Bags and Luggage in Australia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Resumption of inbound and outbound travel flows a boon to luggage sales
Competitive landscape offers a mix of luxury conglomerates, lifestyle specialists and local favourites
Circular economy design principles, small batches, independent creators and responsible sourcing lead shift towards sustainability

PROSPECTS AND OPPORTUNITIES

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Jewellery in Australia

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Lab-grown diamonds appeal to younger generations of consumers

PROSPECTS AND OPPORTUNITIES

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Smart wearables facilitate and drive biohacking and other health and wellness trends
Leading players leverage consumer loyalty, extended store networks and premium sports sponsorship

PROSPECTS AND OPPORTUNITIES

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Writing Instruments in Australia

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- Back-to-school season boosts demand for writing instruments
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- Competitive landscape split across branded essentials and local innovation

PROSPECTS AND OPPORTUNITIES

- Price pressure for everyday items, yet consumers appreciate innovative new product development
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