



Euromonitor
International

Personal Accessories in Australia

January 2026

Table of Contents

EXECUTIVE SUMMARY

Polarisation set to continue while innovation is key

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic pressures and consumer preferences deepen market polarisation

AI-enhanced personal accessories reshape the Australian market

Chart 2 - Samsung Launches Galaxy Ring with AI-Powered Health Tracking in Australia

Increased tourism in Australia boosts travel gear sales across consumer segments

WHAT'S NEXT?

Polarisation set to deepen, widening the gap between affordable and luxury brands

Sustainability and AI enhancements expected to drive business innovation

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

While top brands maintain their lead, Erebus Watches gains traction

Chart 4 - Erebus Watches Introduces Origin Diver-Style Watch

Jewelers Mutual Group gains competitive edge by acquiring Jewellers Loop

CHANNELS

Retail e-commerce continues to gain popularity

Luxury brands expand their networks, while The Volte launches rental platform

Chart 5 - The Volte Launches Designer Fashion Rental Service Across Australia

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Australia 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Australia 2025

Chart 9 - Consumer Landscape in Australia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resurgence of travel and tourism boosts demand

Chart 10 - Key Trends 2025

INDUSTRY PERFORMANCE

Increased travel and tourism boosts bags and luggage sales

Gen Z sustainability preferences lead to innovation in luggage offerings

Chart 11 - Koora Takes the Spotlight by Offering Eco-friendly Suitcase

Economic shifts lead to an increased demand for premium products

WHAT'S NEXT?

Increased interest in sustainability set to drive bags and luggage value sales
Tech innovation and premiumisation expected to fuel growth in luggage value sales
Chart 12 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading brands consolidate share through sustainability and innovation
New entrants and product launches drive competitive dynamics

CHANNELS

Omni-channel retail dominates sales through experiential retail and e-commerce

PRODUCTS

July embodies tech innovation with premium smart luggage
Chart 13 - July Cracks the Code for Sustainable Ways to Create Circular Economy
Antler introduces premium collection, bolstering luggage sales
Chart 14 - Antler Launches Premium Heritage Stripe Collection

COUNTRY REPORTS DISCLAIMER

[Jewellery in Australia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for vintage styles and ethically sourced products contributes to growth
Chart 15 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and AI-driven personalisation drive resilience in jewellery value sales
Lovisa leads vintage jewellery revival, boosting jewellery value sales
Chart 16 - Lovisa Leads Vintage Jewellery Revival in Australia

WHAT'S NEXT?

Nostalgia and sustainability set to shape consumer preference
AI innovation forecast to shape future business strategies
Chart 17 - Analyst Insight

COMPETITIVE LANDSCAPE

Pandora and Lovisa maintain lead, while interest in lab-grown diamonds enhances competition
Chart 18 - Eco Lab Diamonds at the Forefront of Eco-Friendly Jewellery
Jewelers Mutual Group gains competitive advantage by acquiring Jewellers Loop

CHANNELS

Retail channel mix diversifies, supported by omni-channel strategies
Chart 19 - Pandora Boosts E-Commerce with AI-Driven Techniques

COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in Australia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury mechanical brands and connected smartwatch brands drive growth

Chart 20 - Key Trends 2025

INDUSTRY PERFORMANCE

Rolex capitalises on market polarisation, while the market slows down

Chart 21 - Rolex Price Hikes and Continued Scarcity Underscore Luxury Polarisation in 2025

Connected watches dominate the market, driven by tech innovation

Chart 22 - Seiko's Astron GPS Solar Dual-Time Chronograph Launches in Australia

WHAT'S NEXT?

Market polarisation expected to drive diversification of pricing strategies

Consumer focus on health- and eco-consciousness set to shape product design

Chart 23 - Analyst Insight

COMPETITIVE LANDSCAPE

Rolex capitalises on exclusivity, while connected watch brands offer hybrid models

The Hour Glass moves to consolidate Australian luxury watch segment

CHANNELS

E-commerce drives sales growth with convenience and variety

The Australian market evolves due to innovation by several emerging brands

PRODUCTS

Spacetalk highlights AI-enhanced product functionality in connected watches

Chart 24 - Spacetalk Introduces Watch Walk AI

COUNTRY REPORTS DISCLAIMER

[Writing Instruments in Australia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Writing instruments proves resilient

Chart 25 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumer demand for sustainability drives eco-friendly product innovation

Chart 26 - Mercha Ignites the Trend of Eco-Consciousness Through Eco-Pens

Gen Z demand for personalisation boosts growth of pens value sales

Chart 27 - LAMY AL-Star Launches Vibrant and Personalised Pens

WHAT'S NEXT?

Pens set to remain the largest category, due to tech integration

Sustainability and personalisation expected to boost product innovation

Speciality stationery stores set to drive future omni-channel growth

Chart 28 - Analyst Insight

COMPETITIVE LANDSCAPE

Newell and Bic maintain lead due to innovation and bulk sales

Emerging players and product innovation drive competitive dynamics

CHANNELS

Offline stores remain dominant

Retail e-commerce gains traction

PRODUCTS

XNote's AI-powered smart pen emphasises shift towards technology integration

Chart 29 - XNote Exemplifies Innovation with Smart Writing Set

COUNTRY REPORTS DISCLAIMER

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 focussing 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-australia/report.