



**Euromonitor
International**

Personal Accessories in Mexico

December 2024

Table of Contents

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

- Table 1 - Sales of Personal Accessories by Category: Volume 2019-2024
- Table 2 - Sales of Personal Accessories by Category: Value 2019-2024
- Table 3 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Personal Accessories: % Value 2020-2024
- Table 6 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
- Table 7 - Distribution of Personal Accessories by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
- Table 10 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bags and Luggage in Mexico

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bags and luggage faces a slowdown in growth amidst rising prices
Mexicans shift focus from upgrading possessions to experiences
“Hermès in the Making” exhibition raises the brand’s profile

PROSPECTS AND OPPORTUNITIES

The surge in second-hand luxury shopping amongst young Mexicans
Luxury handbags set to maintain growth
Technology is set to redefine luggage design

CATEGORY DATA

- Table 12 - Sales of Bags and Luggage by Category: Volume 2019-2024
- Table 13 - Sales of Bags and Luggage by Category: Value 2019-2024
- Table 14 - Sales of Bags and Luggage by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Bags and Luggage by Category: % Value Growth 2019-2024
- Table 16 - Sales of Luggage by Type: % Value 2019-2024
- Table 17 - NBO Company Shares of Bags and Luggage: % Value 2020-2024
- Table 18 - LBN Brand Shares of Bags and Luggage: % Value 2021-2024
- Table 19 - Distribution of Bags and Luggage by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Bags and Luggage by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Bags and Luggage by Category: Value 2024-2029
- Table 22 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

- The resilience of fine jewellery in Mexico
- Gold continues to be a favoured choice in fine jewellery
- Bizzarro launches a unisex jewellery collection to celebrate diversity

PROSPECTS AND OPPORTUNITIES

- Consumers favour in-store shopping for fine jewellery
- Luxury jewellery brands embrace Mexican culture to drive expansion
- The expected continued decline of wedding rings and baptismal medals in Mexico

CATEGORY DATA

- Table 24 - Sales of Jewellery by Category: Volume 2019-2024
- Table 25 - Sales of Jewellery by Category: Value 2019-2024
- Table 26 - Sales of Jewellery by Category: % Volume Growth 2019-2024
- Table 27 - Sales of Jewellery by Category: % Value Growth 2019-2024
- Table 28 - Sales of Costume Jewellery by Type: % Value 2019-2024
- Table 29 - Sales of Fine Jewellery by Type: % Value 2019-2024
- Table 30 - Sales of Fine Jewellery by Collection: % Value 2019-2024
- Table 31 - Sales of Fine Jewellery by Metal: % Value 2019-2024
- Table 32 - NBO Company Shares of Jewellery: % Value 2020-2024
- Table 33 - LBN Brand Shares of Jewellery: % Value 2021-2024
- Table 34 - Distribution of Jewellery by Format: % Value 2019-2024
- Table 35 - Forecast Sales of Jewellery by Category: Volume 2024-2029
- Table 36 - Forecast Sales of Jewellery by Category: Value 2024-2029
- Table 37 - Forecast Sales of Jewellery by Category: % Volume Growth 2024-2029
- Table 38 - Forecast Sales of Jewellery by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Traditional watches leads the way
- The decline of fashion brands in watches in Mexico
- Swatch Group strengthens its leadership

PROSPECTS AND OPPORTUNITIES

- The repatriation of purchases of high watches
- From Asian- to US-focused watch collections
- Retail e-commerce and digital marketing likely to be key growth drivers

CATEGORY DATA

- Table 39 - Sales of Traditional and Connected Watches by Category: Volume 2019-2024
- Table 40 - Sales of Traditional and Connected Watches by Category: Value 2019-2024
- Table 41 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024
- Table 42 - Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024
- Table 43 - Sales of Traditional Watches by Category: Volume 2019-2024
- Table 44 - Sales of Traditional Watches by Category: Value 2019-2024
- Table 45 - Sales of Traditional Watches by Category: % Volume Growth 2019-2024
- Table 46 - Sales of Traditional Watches by Category: % Value Growth 2019-2024

Table 47 - Sales of Traditional Watches by Price Band: Volume 2019-2024

Table 48 - Sales of Traditional Watches by Price Band: Value 2019-2024

Table 49 - Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024

Table 50 - Sales of Traditional Watches by Price Band: % Value Growth 2019-2024

Table 51 - Sales of Connected Watches by Category: Volume 2019-2024

Table 52 - Sales of Connected Watches by Category: Value 2019-2024

Table 53 - Sales of Connected Watches by Category: % Volume Growth 2019-2024

Table 54 - Sales of Connected Watches by Category: % Value Growth 2019-2024

Table 55 - NBO Company Shares of Traditional Watches: % Value 2020-2024

Table 56 - LBN Brand Shares of Traditional Watches: % Value 2021-2024

Table 57 - NBO Company Shares of Connected Watches: % Value 2020-2024

Table 58 - LBN Brand Shares of Connected Watches: % Value 2021-2024

Table 59 - Distribution of Traditional Watches by Format: % Value 2019-2024

Table 60 - Distribution of Connected Watches by Format: % Value 2019-2024

Table 61 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029

Table 62 - Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029

Table 63 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029

Table 64 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029

Table 65 - Forecast Sales of Traditional Watches by Category: Volume 2024-2029

Table 66 - Forecast Sales of Traditional Watches by Category: Value 2024-2029

Table 67 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029

Table 68 - Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029

Table 69 - Forecast Sales of Connected Watches by Category: Volume 2024-2029

Table 70 - Forecast Sales of Connected Watches by Category: Value 2024-2029

Table 71 - Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029

Table 72 - Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

Writing Instruments in Mexico

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable growth for pens and graphite pencils, but non-essential categories lose momentum

Newell Brands consolidates its business lines to boost growth in Latin America

Société Bic expands in Mexico with a new manufacturing plant in Coahuila

PROSPECTS AND OPPORTUNITIES

Cost-saving strategies: Walmart's Pen+Gear

Faber-Castell: Connecting with consumers through a colourful campaign

Montblanc's tribute to Jane Austen in limited edition pens

CATEGORY DATA

Table 73 - Sales of Writing Instruments by Category: Volume 2019-2024

Table 74 - Sales of Writing Instruments by Category: Value 2019-2024

Table 75 - Sales of Writing Instruments by Category: % Volume Growth 2019-2024

Table 76 - Sales of Writing Instruments by Category: % Value Growth 2019-2024

Table 77 - NBO Company Shares of Writing Instruments: % Value 2020-2024

Table 78 - LBN Brand Shares of Writing Instruments: % Value 2021-2024

Table 79 - Distribution of Writing Instruments by Format: % Value 2019-2024

Table 80 - Forecast Sales of Writing Instruments by Category: Volume 2024-2029

Table 81 - Forecast Sales of Writing Instruments by Category: Value 2024-2029

Table 82 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029

Table 83 - Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

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-mexico/report.