



# Personal Accessories in Malaysia

February 2026

Table of Contents

## Personal Accessories in Malaysia

### KEY DATA FINDINGS

#### EXECUTIVE SUMMARY

Gen Z influence, sustainability and AI and tech innovation lead industry trends

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Market resilience amid economic pressures and consumer polarisation

Younger consumers and modest style reshape purchasing behaviour and preferences

AI and innovation key for brands to engage customers and improve operational efficiency

Chart 2 - Shopee Live Uses AI to Support Accessory Sales in Malaysia

#### WHAT'S NEXT?

Sustained expansion forecast for personal accessories amidst evolving consumer habits

Virtual innovation and interactive flagships to elevate Malaysian retail experiences

Chart 3 - Analyst Insight

Sustainable materials to drive innovation in product design

Chart 4 - Tracey Launches Eco-Friendly "Coffee Leather" Handbag Series

#### COMPETITIVE LANDSCAPE

Leading brands maintain positions through quality and innovation

Emerging brands Pokédots and TALEE slowly gain traction

#### CHANNELS

AI-powered shopping and social commerce drive online sales growth

Uniqlo collaborations with Anya Hindmarch and JW Anderson to drive consumer engagement

#### PRODUCTS

All Love gains recognition through exclusivity and accessibility

#### ECONOMIC CONTEXT

Chart 5 - Real GDP Growth and Inflation 2020-2030

Chart 6 - PEST Analysis in Malaysia 2025

#### CONSUMER CONTEXT

Chart 7 - Key Insights on Consumers in Malaysia 2025

Chart 8 - Consumer Landscape in Malaysia 2025

#### COUNTRY REPORTS DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Bags and Luggage in Malaysia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Innovation and sustainability drive growth in polarised market

Chart 9 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Premiumisation and HNWI demand drive category growth

Market polarisation drives multifunctional and luxury segments

Chart 10 - Polo Haus Expands Affordable Travel Luggage Range

Gen Z drives demand for fashionable and sustainable designs

Chart 11 - Gen Z-Driven Demands for Fashionable, Eco-Conscious Bags in Malaysia

#### WHAT'S NEXT?

Consumers set to continue prioritising affordability, innovation and multifunctionality

Manufacturers to focus on sustainability, personalisation and digital engagement

Chart 12 - Analyst Insight

AI and tech innovation to enhance product functionality and convenience

Chart 13 - Elala's Smart Rideable Luggage Brings Tech-Driven Innovation to Bags and Luggage

#### COMPETITIVE LANDSCAPE

Louis Vuitton maintains leadership with innovation and design

Emerging players Earthya and MiLi appeal to tech-savvy and eco-conscious consumers

#### CHANNELS

Offline retail dominates sales of luxury bags and luggage

#### COUNTRY REPORTS DISCLAIMER

[Jewellery in Malaysia](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Market polarisation, sustainability and affordability aid jewellery growth

Chart 14 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Luxury and affordable pieces both drive sales growth in polarised market

Challengers versus incumbents shape market dynamics

Chart 15 - Habib's Rangkaian Kasih 2025 Campaign Reinforces Incumbent Strength

Sustainable designs drive innovation with eco-friendly materials

Chart 16 - ZCOVA's Eco Radiance Collection Sets Sustainability Benchmark in Malaysia

#### WHAT'S NEXT?

Growth for mid-range brands to be driven by affordability

Digitalisation to drive future growth opportunities

The impact of ethical sourcing and lab-grown diamond adoption

Chart 17 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Leading brands maintain positions through innovation and brand recognition

#### CHANNELS

Offline retail dominates jewellery sales through branded stores

#### COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in Malaysia](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Traditional and connected watches in Malaysia supported by luxury and AI innovation

Chart 18 - Key Trends 2025

## INDUSTRY PERFORMANCE

Rising disposable incomes fuel growth in watch sales

Technological advancements drive demand for connected watches

Chart 19 - Google Pixel 4 Reveals Deeper AI Integration to Enhance Experience

Heritage-driven customisation drives luxury watch sales

Chart 20 - Fateh Embraces Cultural Heritage in Luxury Timepieces

## WHAT'S NEXT?

Wellness culture, innovation and premiumisation to be future growth drivers

Advanced technologies and heritage-driven customisation will remain key market focus

Sustainable design and material innovation set to reshape watch trends

## COMPETITIVE LANDSCAPE

Apple and Seiko drive share through innovation and design

## CHANNELS

Offline retail remains dominant despite e-commerce growth

Emerging brands leverage cultural heritage and innovation

## PRODUCTS

Tag Heuer's technological advancements in connected watches

## COUNTRY REPORTS DISCLAIMER

[Writing Instruments in Malaysia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth for writing instruments driven by sustainability and Gen Z influence

Chart 21 - Key Trends 2025

## INDUSTRY PERFORMANCE

Economic recovery and creative trends propel Malaysian writing instrument growth

Sustainable and inclusivity trend gains traction

Chart 22 - Eco-Conscious Pens Drive Sustainable Growth in Malaysia's Writing Instruments

Gen Z and social media influence product innovation and distribution

## WHAT'S NEXT?

Multifunctional and innovative designs to drive demand as market polarisation is set to grow

Sustainability and digital integration to shape future demand

Chart 23 - Analyst Insight

## COMPETITIVE LANDSCAPE

Leading brands maintain positions through innovation and distribution

New mergers and acquisitions shift competitive dynamics

## CHANNELS

Offline retail remains dominant despite e-commerce growth

Eco-focused concepts and hybrid stores to shape retail landscape

## PRODUCTS

Innovative products drive e-commerce sales growth

## 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-malaysia/report](http://www.euromonitor.com/personal-accessories-in-malaysia/report).