



**Euromonitor  
International**

# Personal Accessories in Taiwan

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Bags and Luggage in Taiwan

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A rise in outbound trips boosts sales of luggage, while innovation focuses on capacity and design  
Brands focus on sustainability, including the use of recycled materials and waste reduction  
Bags and luggage specialist stores lead distribution, offering a wide variety of local and international brands

PROSPECTS AND OPPORTUNITIES

An increase in active lifestyles is expected to drive innovation and sales of versatile, multi-functional bags  
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Changing consumer preferences shape buying habits in the jewellery category  
International players lead the jewellery market, while Japanese brands make an impact  
Traditional jewellery shops struggle against the competition from established, international brands

PROSPECTS AND OPPORTUNITIES

Brands are expected to adapt to meet the evolving expectations of jewellery consumers  
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Connected watches drive growth through targeted features and ongoing innovation  
New launches align with the Y2K trend, offering playful and colourful designs  
Brands launch sustainable ranges to align with rising consumer demands

PROSPECTS AND OPPORTUNITIES

Innovation and ongoing product development are expected to boost growth in connected watches  
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## Writing Instruments in Taiwan

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Brands respond to digitisation by launching limited-edition designs and creative products

Online influencers increasingly impact the competitive landscape in writing instruments

Product developments focus on convenient, multifunctional solutions to drive sales

#### PROSPECTS AND OPPORTUNITIES

Product development is expected to focus on practical, creative and eye-catching goods

Sustainability is expected to be a rising trend as some consumers prioritise eco-conscious products

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