



**Euromonitor  
International**

# Top Five Trends in Personal Accessories

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## TOP FIVE TRENDS IN PERSONAL ACCESSORIES

Our expert's view of Personal Accessories

Key findings

### INTRODUCTION

Personal accessories continue to face challenges amidst volatile market conditions

Top five trends in personal accessories

Top five trends shaping demand for personal accessories

Drivers of consumer markets and impact on personal accessories

### PRICE PRESSURE DEEPENS

Consumers remain cautious amidst an uncertain macroeconomic environment

Amazon launches its own online "discount store" to stave off Temu and Shein

Greater polarisation is expected, as the wealth segment comes into greater focus

Hermès has launched its first US Fashion Show in New York City

As the market polarises, brands need to better understand their consumer segments

### VALUE BEYOND PRICE

Personalisation, wellness and lifestyle become key factors in value perception

Consumers do not just chase the best deals, they seek a positive shopping experience

Pandora has rolled out "My Pandora", its loyalty scheme in the US and Canada

Rimowa ups its sustainable credentials with a lifetime warranty and its Re-Crafted initiative

Low prices are not the only answer to the current uncertain environment

### NEW MARKET FRONTIERS

Personal accessories players need agility in both mature and emerging markets

India, Southeast Asia and Latin America will be particularly bright spots for the industry

Titan maintains its lead in India thanks to category expansion and product innovation

Tiffany opens new flagship in Mexico City, and its first Blue Café in Latin America

Emerging markets offer opportunities to expand the customer base

### SHIFTING DEMOGRAPHICS

Multiple and diverse generations are shaping the future of Personal Accessories

Gen Alpha is set to overtake Gen Z to become the largest generation in 2040

Swarovski continues global expansion of its LGD jewellery with launch in China in 2024

Consumers aged 60+ offer immediate opportunities for the industry

Mary Berry for Burberry epitomises the Baby Boomers' opportunity for the industry

Adapting to intergenerational shifts is essential to unlock growth

### AI AND DISRUPTIVE TECHNOLOGIES

New business models emerge as consumers integrate AI in their daily lives

GenAI to enrich customer engagement and drive shopping innovation

Douyin offers quick seamless access to AI chatbot to select user groups

Prada makes real-time changes to marketing campaigns based on immediate feedback

Personal accessories players are shifting from AI pilots to fully deployed AI projects

### CONCLUSION

Future implications

Top five trends in personal accessories: Action to build resilience and unlock growth

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