



Passport

Personal Accessories in Sweden

Euromonitor International

January 2024

This sample report is for illustration
purposes only.

Some content and data have been
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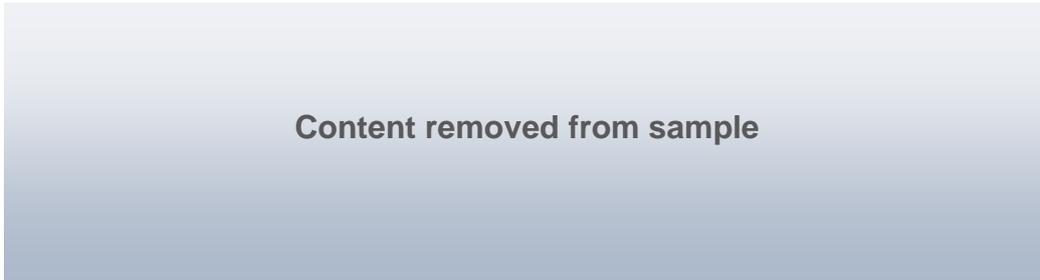
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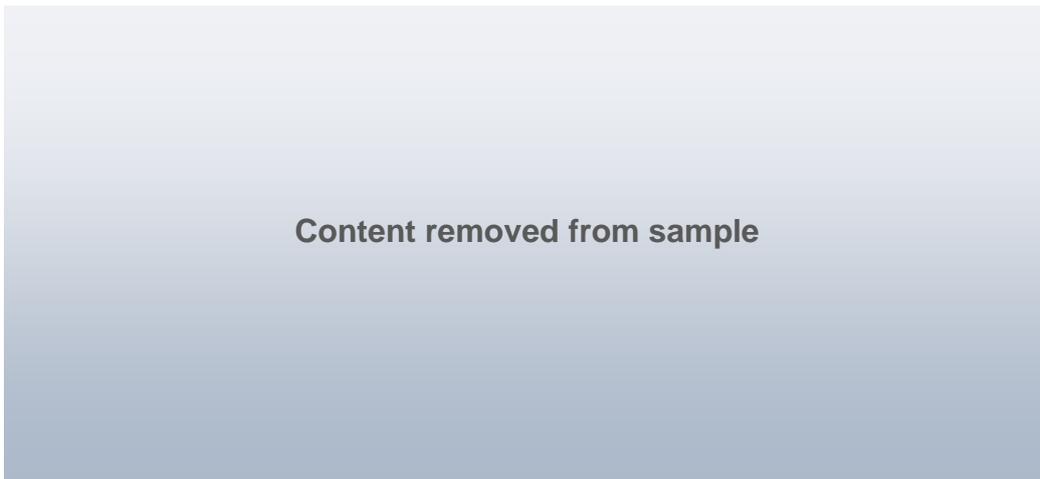
PERSONAL ACCESSORIES IN SWEDEN - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

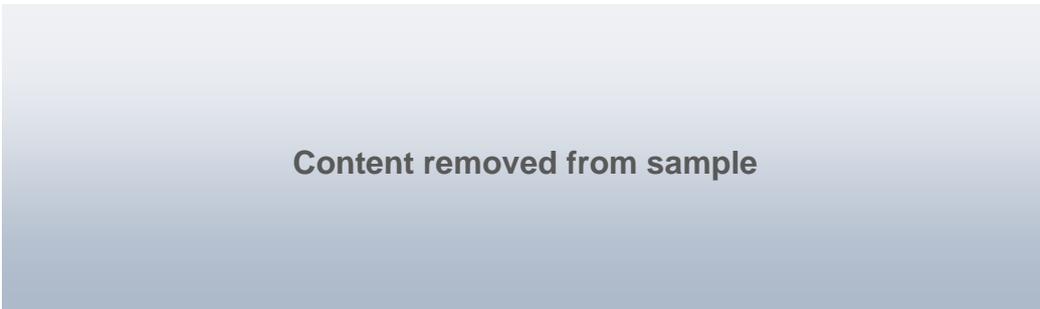
Personal accessories in 2023: The big picture



2023 key trends

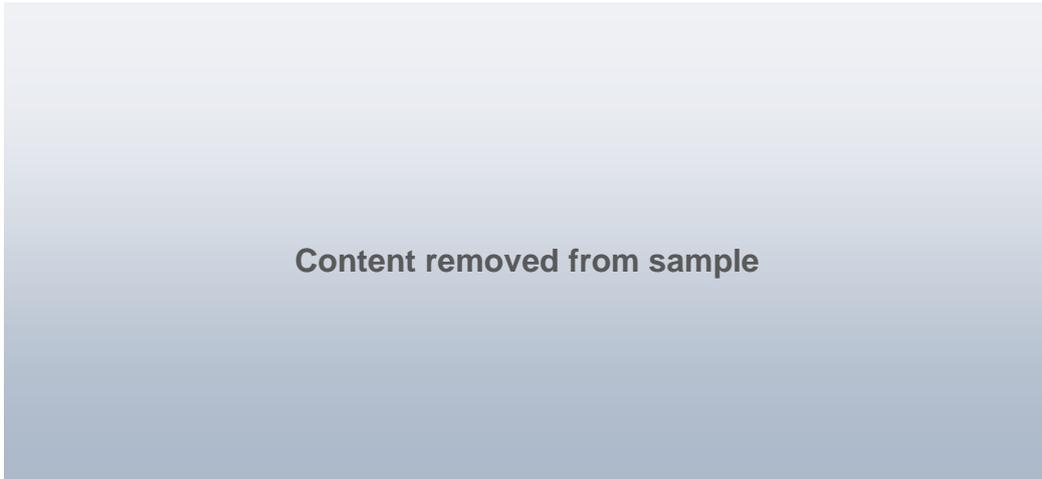


Competitive landscape

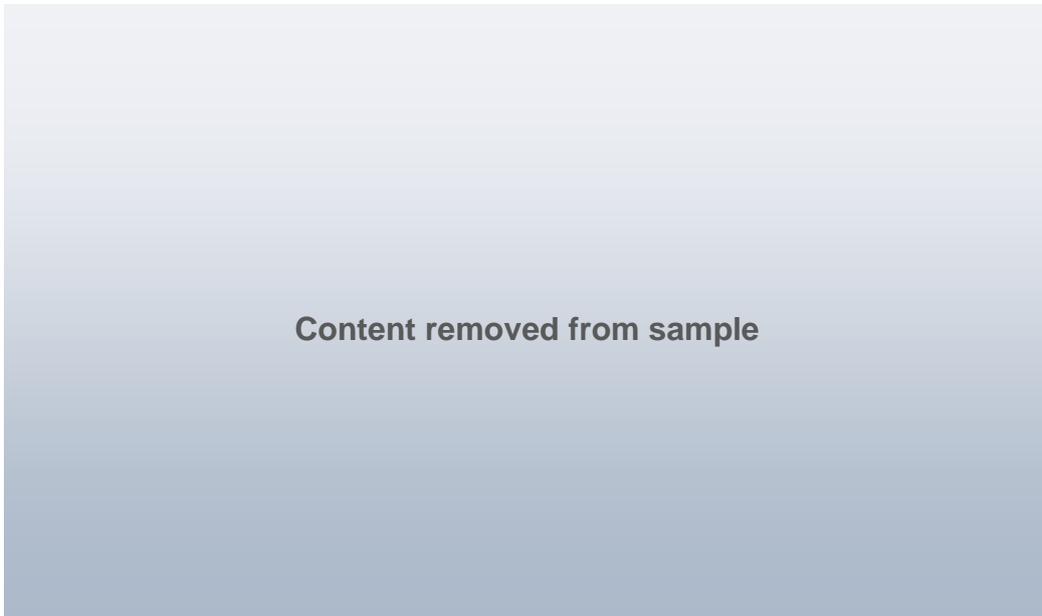


Retailing developments





What next for personal accessories?



MARKET DATA

Table 1 Sales of Personal Accessories by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Bags and Luggage	Data removed from sample					
Writing Instruments						
Jewellery						
Traditional and Connected Watches						
Personal Accessories						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Personal Accessories by Category: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
Bags and Luggage	Data removed from sample					
Writing Instruments						
Jewellery						
Traditional and Connected Watches						
Personal Accessories						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Personal Accessories by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Bags and Luggage	Data removed from sample		
Writing Instruments			
Jewellery			
Traditional and Connected Watches			
Personal Accessories			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

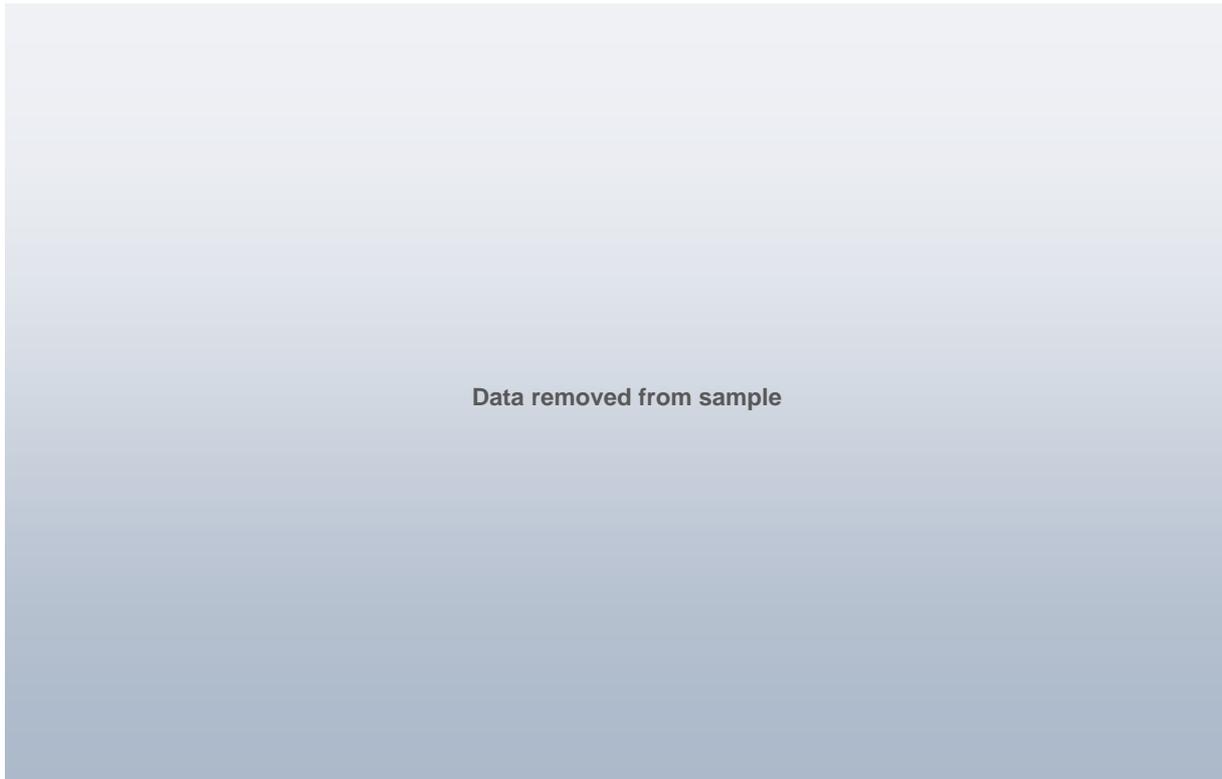
Table 4 Sales of Personal Accessories by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Bags and Luggage	Data removed from sample		
Writing Instruments			
Jewellery			
Traditional and Connected Watches			
Personal Accessories			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Personal Accessories: % Value 2019-2023

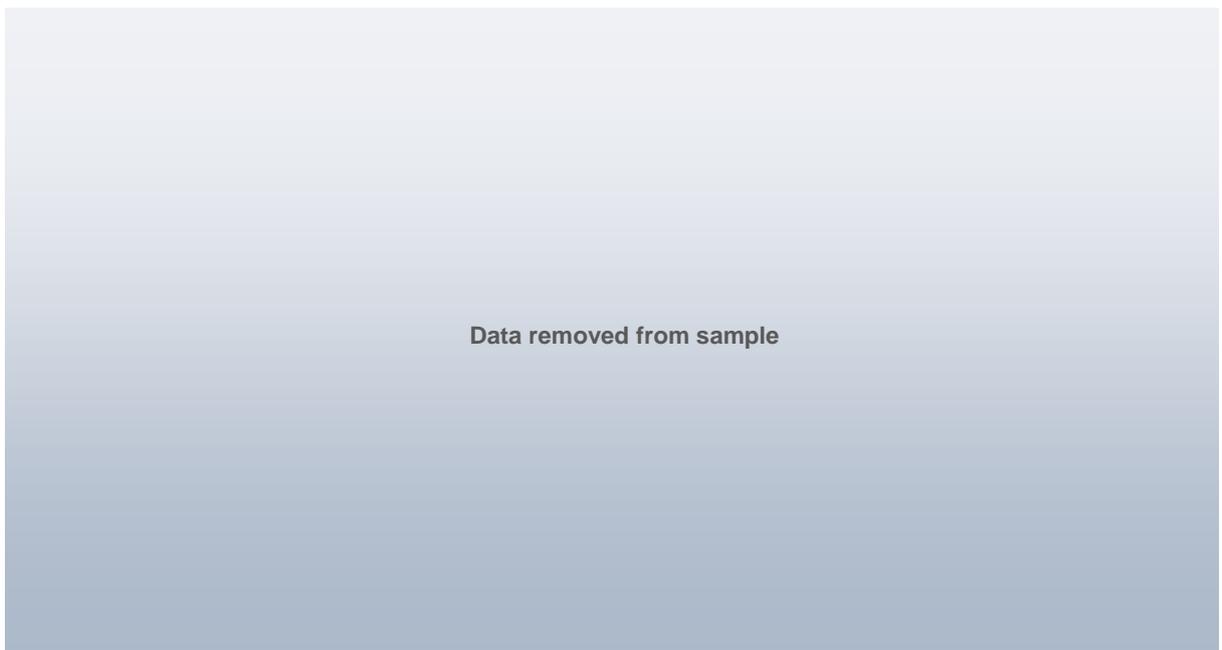
% retail value rsp Company	2019	2020	2021	2022	2023
	Data removed from sample				

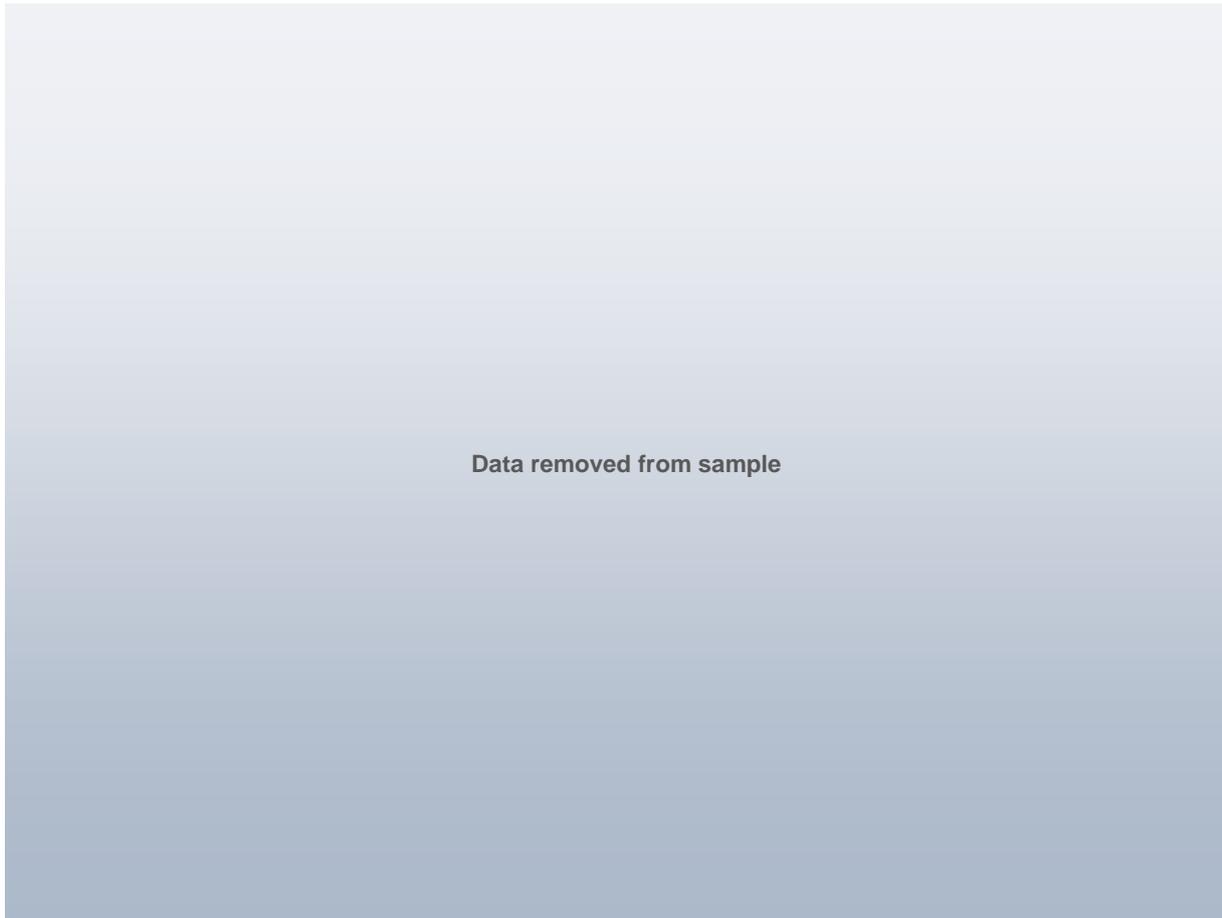


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Personal Accessories: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Distribution of Personal Accessories by Format: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Supermarkets						
--- Hypermarkets						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
---- Department Stores						
---- Variety Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Leisure and Personal Goods Specialists						
---- Bags and Luggage						

Specialists
 ---- Jewellery and
 Watch Specialists
 --- Other Non-Grocery
 Retailers
 - Retail E-Commerce
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Forecast Sales of Personal Accessories by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Bags and Luggage Writing Instruments Jewellery Traditional and Connected Watches Personal Accessories	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Sales of Personal Accessories by Category: Value 2023-2028

SEK million	2023	2024	2025	2026	2027	2028
Bags and Luggage Writing Instruments Jewellery Traditional and Connected Watches Personal Accessories	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Bags and Luggage Writing Instruments Jewellery Traditional and Connected Watches Personal Accessories	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Bags and Luggage	Data removed from sample		
Writing Instruments			
Jewellery			
Traditional and Connected Watches			
Personal Accessories			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast and scenario closing date: 11 December 2023

Report closing date: 11 January 2024

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during the research include the following:

Summary 1 Research Sources

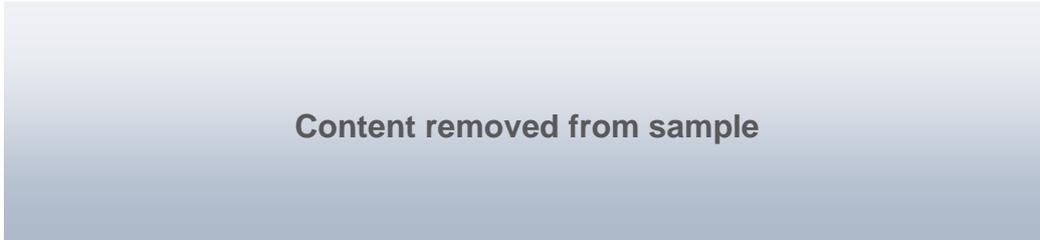
Official Sources	Content removed from sample
Trade Associations	
Trade Press	



Source: Euromonitor International

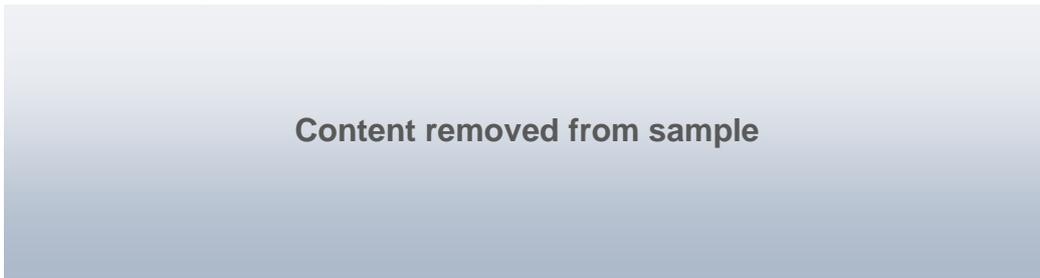
BAGS AND LUGGAGE IN SWEDEN - CATEGORY ANALYSIS

KEY DATA FINDINGS

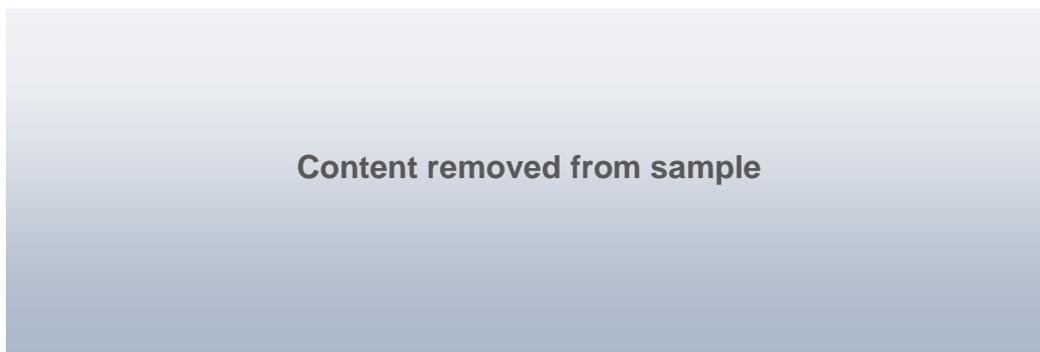


2023 DEVELOPMENTS

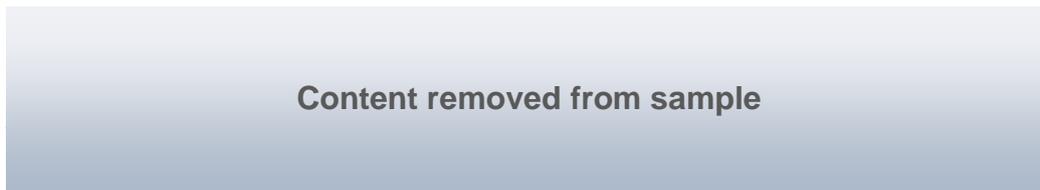
Slowdown in growth for bags and luggage in 2023



Revival of travel industry boosts sales of luggage, especially premium brands



Premiumisation trend remains strong, as consumers invest in high-end items



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PROSPECTS AND OPPORTUNITIES

Sustainable offerings will likely see higher demand

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Lifestyle changes will have negative impact on business bags and wallet and coin pouches

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Consumers will continue to trade up to premium brands

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CATEGORY DATA

Table 12 Sales of Bags and Luggage by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Bags and Luggage	Data removed from sample					
Luggage						
Bags						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Bags and Luggage by Category: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
Bags and Luggage	Data removed from sample					
Luggage						
Bags						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Bags and Luggage by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Bags and Luggage	Data removed from sample		
Luggage			
Bags			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Bags and Luggage by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Bags and Luggage	Data removed from sample		
Luggage			
Bags			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Sales of Luggage by Type: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Hard Case	Data removed from sample					

Soft Case
Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 NBO Company Shares of Bags and Luggage: % Value 2019-2023

% retail value rsp Company	2019	2020	2021	2022	2023
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 LBN Brand Shares of Bags and Luggage: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Distribution of Bags and Luggage by Format: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Hypermarkets						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
---- Department Stores						
--- Apparel and Footwear Specialists						
--- Leisure and Personal Goods Specialists						
---- Bags and Luggage Specialists						
- Retail E-Commerce	Data removed from sample					
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Forecast Sales of Bags and Luggage by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Bags and Luggage	Data removed from sample					
Luggage						
Bags	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Bags and Luggage by Category: Value 2023-2028

SEK million	2023	2024	2025	2026	2027	2028
Bags and Luggage	Data removed from sample					
Luggage						
Bags	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Bags and Luggage by Category: % Volume Growth 2023-2028

% volume growth

	2023/24	2023-28 CAGR	2023/28 Total
Bags and Luggage	Data removed from sample		
Luggage			
Bags			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 23 Forecast Sales of Bags and Luggage by Category: % Value Growth 2023-2028

% constant value growth

	2023/2024	2023-28 CAGR	2023/28 Total
Bags and Luggage	Data removed from sample		
Luggage			
Bags			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

JEWELLERY IN SWEDEN - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Cost of living crisis curtails spending on jewellery

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Sustainable offerings grow in prominence

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Domestic brands cater to local preferences

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PROSPECTS AND OPPORTUNITIES

High-quality, sustainable jewellery will see an increased demand

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Retailers will focus on enhancing the digital customer experience

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Minimalist scandi-influenced designs will dominate sales

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Content removed from sample

CATEGORY DATA

Table 24 Sales of Jewellery by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Fine Jewellery	Data removed from sample					
Costume Jewellery						
Jewellery						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 Sales of Jewellery by Category: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
Fine Jewellery	Data removed from sample					
Costume Jewellery						
Jewellery						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 Sales of Jewellery by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Fine Jewellery	Data removed from sample		
Costume Jewellery			
Jewellery			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Sales of Jewellery by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Fine Jewellery	Data removed from sample		
Costume Jewellery			
Jewellery			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 Sales of Costume Jewellery by Type: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Earrings	Data removed from sample					
Neckwear						
Rings						
Wristwear						
Other						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 29 Sales of Fine Jewellery by Type: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Earrings	Data removed from sample					
Neckwear						
Rings						
Wristwear						
Other						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 30 Sales of Fine Jewellery by Collection: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Diamond	Data removed from sample					
Non-Diamond						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

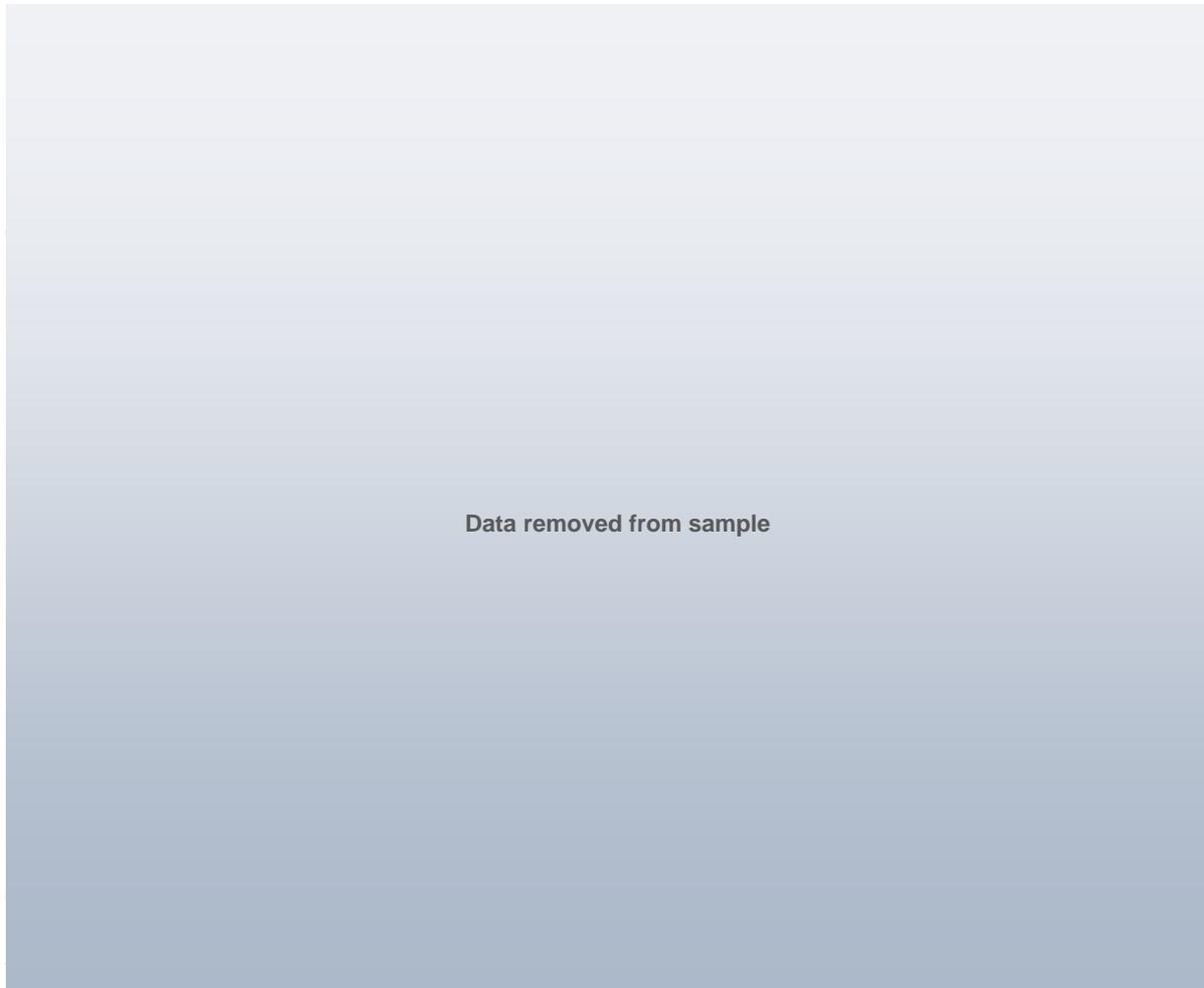
Table 31 Sales of Fine Jewellery by Metal: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Gold	Data removed from sample					
Platinum						
Metal Combination						
Silver						
Other						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 32 NBO Company Shares of Jewellery: % Value 2019-2023

% retail value rsp Company	2019	2020	2021	2022	2023
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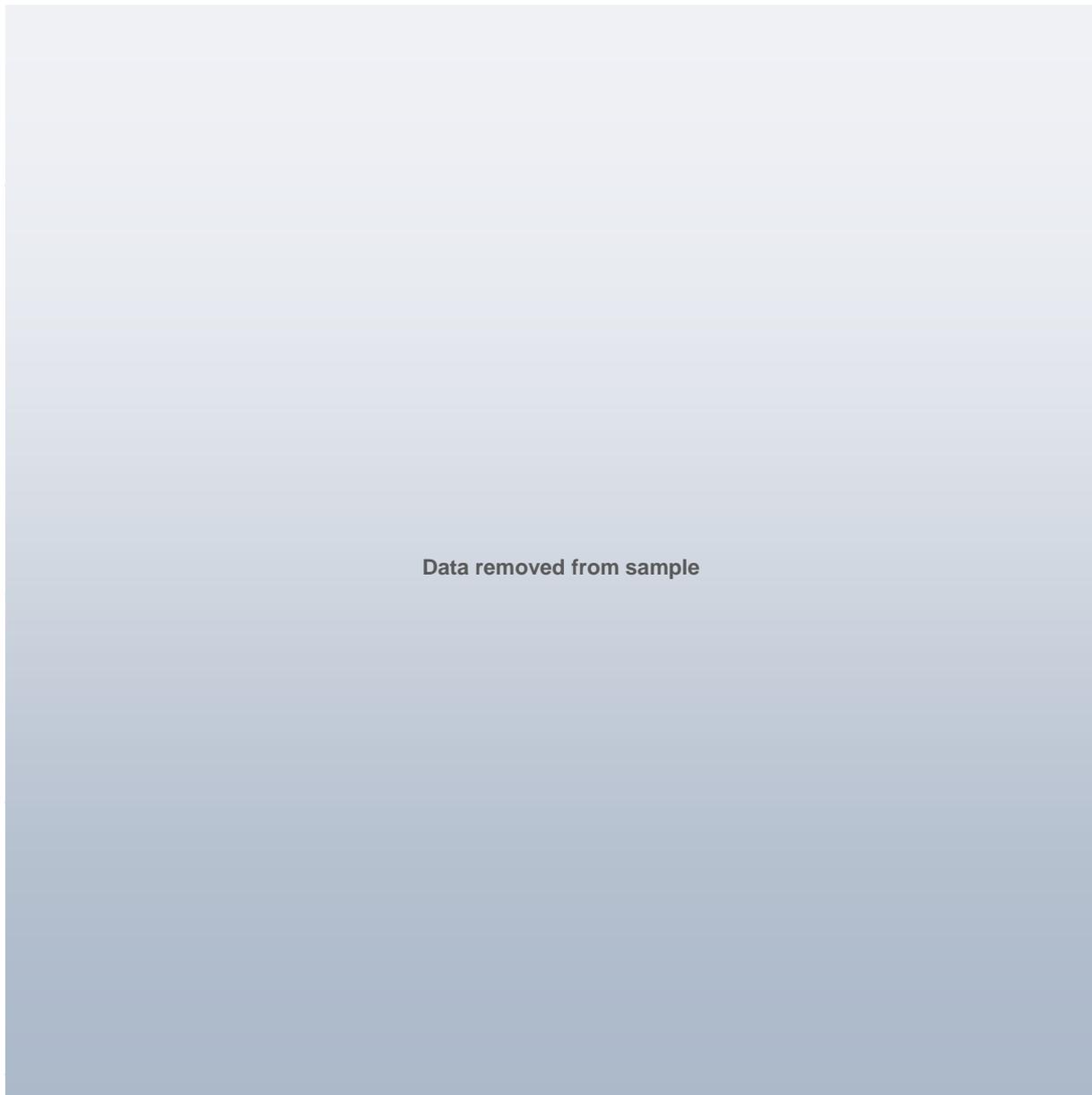


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 33 LBN Brand Shares of Jewellery: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
-----------------------------------	---------------	------	------	------	------





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 34 **Distribution of Jewellery by Format: % Value 2018-2023**

% retail value rsp	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Hypermarkets						
-- Non-Grocery Retailers						
--- General Merchandise Stores						

- Department Stores
- Apparel and Footwear Specialists
- Leisure and Personal Goods Specialists
- Bags and Luggage Specialists
- Jewellery and Watch Specialists
- Retail E-Commerce
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 35 Forecast Sales of Jewellery by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Fine Jewellery	Data removed from sample					
Costume Jewellery						
Jewellery						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 36 Forecast Sales of Jewellery by Category: Value 2023-2028

SEK million	2023	2024	2025	2026	2027	2028
Fine Jewellery	Data removed from sample					
Costume Jewellery						
Jewellery						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 37 Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Fine Jewellery	Data removed from sample		
Costume Jewellery			
Jewellery			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 38 Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
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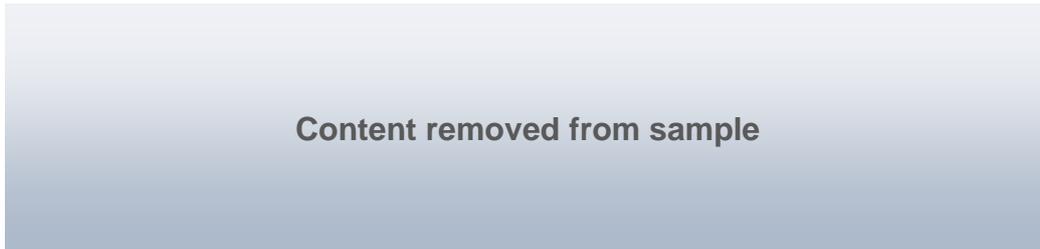
Fine Jewellery
Costume Jewellery
Jewellery

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

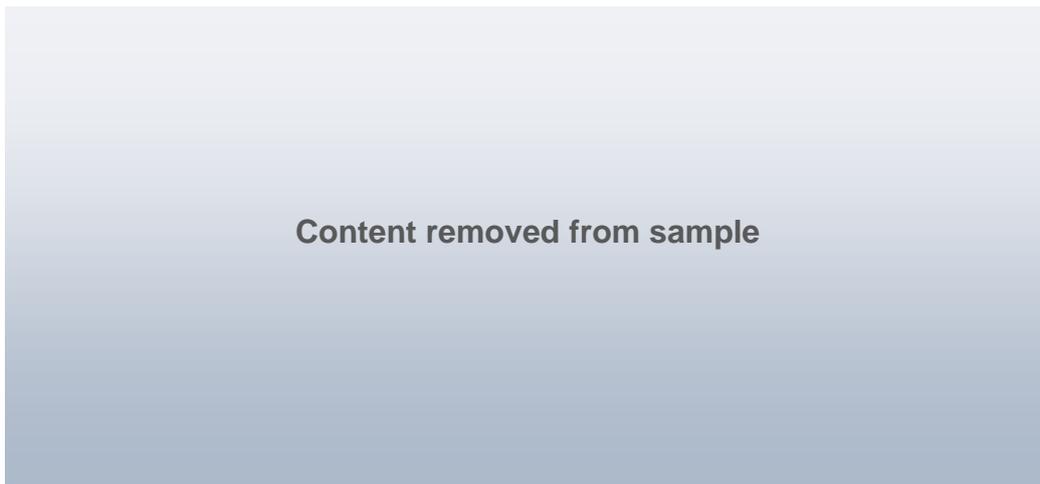
TRADITIONAL AND CONNECTED WATCHES IN SWEDEN - CATEGORY ANALYSIS

KEY DATA FINDINGS

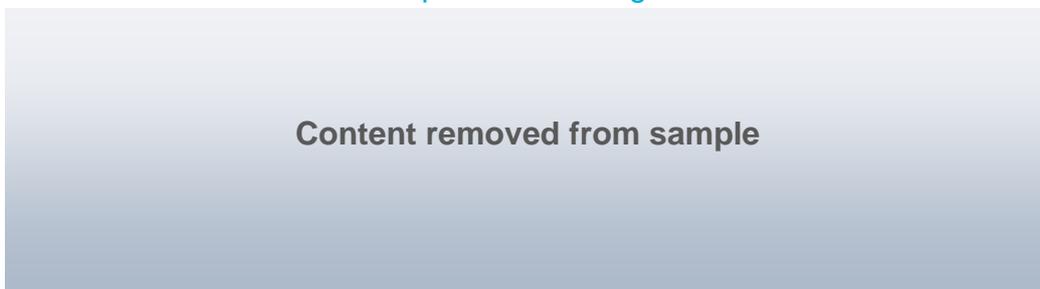


2023 DEVELOPMENTS

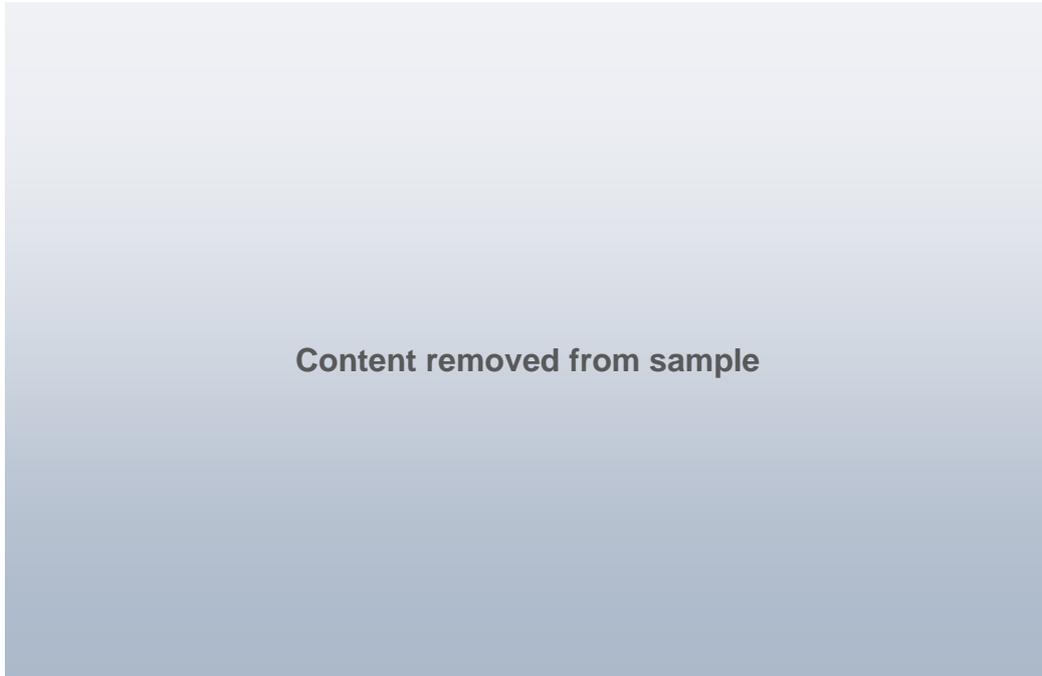
Luxury watches fare better than their lower-priced counterparts, due to their status as statement pieces



Smart wearables continue to pose a challenge to traditional watches

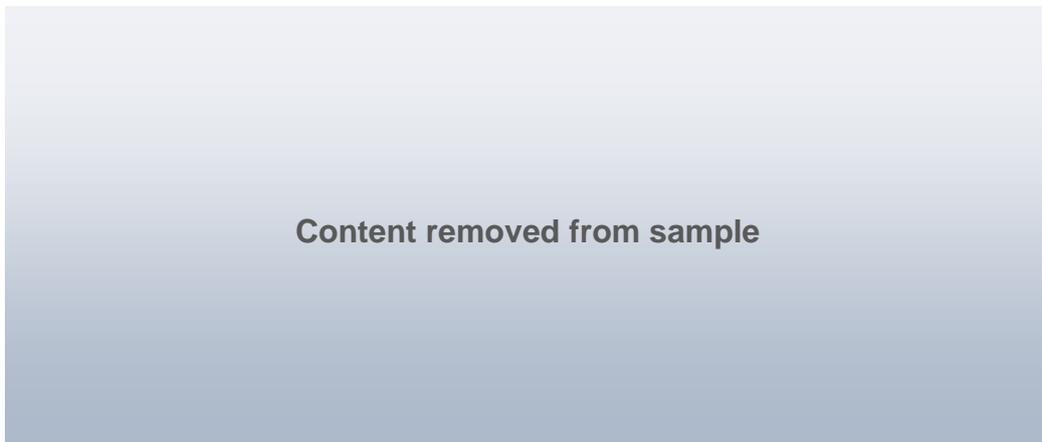


Retailers continue to invest in e-commerce solutions

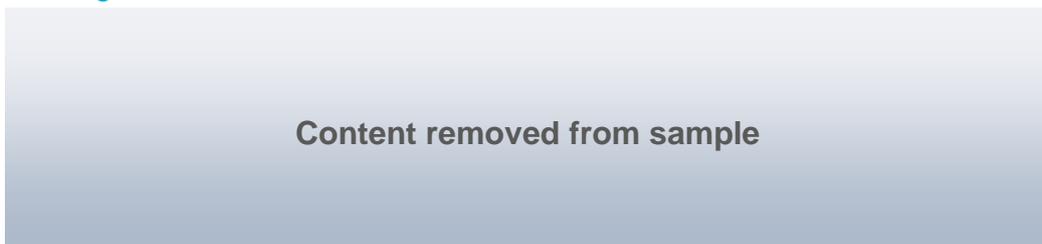


PROSPECTS AND OPPORTUNITIES

Luxury watches will lead growth, with focus on omnichannel strategies



Growing popularity of vintage watches could hinder sales of new offerings



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Swedish watch brands will seek to capitalise upon their local heritage

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CATEGORY DATA

Table 39 Sales of Traditional and Connected Watches by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Connected Watches	Data removed from sample					
Traditional and Connected Watches						
Traditional Watches						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 40 Sales of Traditional and Connected Watches by Category: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
Connected Watches	Data removed from sample					
Traditional and Connected Watches						
Traditional Watches						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 41 Sales of Traditional and Connected Watches by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Connected Watches
 Traditional and Connected Watches
 Traditional Watches

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 42 Sales of Traditional and Connected Watches by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Connected Watches
 Traditional and Connected Watches
 Traditional Watches

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 43 Sales of Traditional Watches by Category: Volume 2018-2023

'000 units

2018 2019 2020 2021 2022 2023

-- Mechanical Watches
 -- Quartz Analogue Watches
 -- Quartz Digital Watches
 --- Basic Mechanical Watches
 --- Mid Mechanical Watches
 --- High Mechanical Watches
 --- Basic Quartz Analogue Watches
 --- Mid Quartz Analogue Watches
 --- High Quartz Analogue Watches
 --- Basic Quartz Digital Watches
 --- Mid Quartz Digital Watches
 --- High Quartz Digital Watches
 - Traditional Watches by Type

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 44 Sales of Traditional Watches by Category: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
-- Mechanical Watches	Data removed from sample					
-- Quartz Analogue Watches						
-- Quartz Digital Watches						
--- Basic Mechanical Watches						
--- Mid Mechanical Watches						
--- High Mechanical Watches						
--- Basic Quartz Analogue Watches						
--- Mid Quartz Analogue Watches						
--- High Quartz Analogue Watches						
--- Basic Quartz Digital Watches						
--- Mid Quartz Digital Watches						
--- High Quartz Digital Watches						
- Traditional Watches by Type						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 45 Sales of Traditional Watches by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
-- Mechanical Watches	Data removed from sample		
-- Quartz Analogue Watches			
-- Quartz Digital Watches			
--- Basic Mechanical Watches			
--- Mid Mechanical Watches			
--- High Mechanical Watches			
--- Basic Quartz Analogue Watches			
--- Mid Quartz Analogue Watches			
--- High Quartz Analogue Watches			
--- Basic Quartz Digital Watches			
--- Mid Quartz Digital Watches			
--- High Quartz Digital Watches			
- Traditional Watches by Type			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 46 Sales of Traditional Watches by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
-- Mechanical Watches	Data removed from sample		

- Quartz Analogue Watches
- Quartz Digital Watches
- Basic Mechanical Watches
- Mid Mechanical Watches
- High Mechanical Watches
- Basic Quartz Analogue Watches
- Mid Quartz Analogue Watches
- High Quartz Analogue Watches
- Basic Quartz Digital Watches
- Mid Quartz Digital Watches
- High Quartz Digital Watches
- Traditional Watches by Type

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 47 Sales of Traditional Watches by Price Band: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
- Traditional Watches by Price Band	Data removed from sample					
-- Basic Watches						
--- Basic Quartz Analogue Watches						
--- Basic Quartz Digital Watches						
--- Basic Mechanical Watches						
-- Mid Watches						
--- Mid Quartz Analogue Watches						
--- Mid Quartz Digital Watches						
--- Mid Mechanical Watches						
-- High Watches						
--- High Quartz Analogue Watches						
--- High Quartz Digital Watches						
--- High Mechanical Watches						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 48 Sales of Traditional Watches by Price Band: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
- Traditional Watches by Price Band	Data removed from sample					
-- Basic Watches						
--- Basic Quartz Analogue Watches						
--- Basic Quartz						

- Digital Watches
- Basic Mechanical Watches
- Mid Watches
- Mid Quartz Analogue Watches
- Mid Quartz Digital Watches
- Mid Mechanical Watches
- High Watches
- High Quartz Analogue Watches
- High Quartz Digital Watches
- High Mechanical Watches



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 49 Sales of Traditional Watches by Price Band: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
- Traditional Watches by Price Band	Data removed from sample		
-- Basic Watches			
--- Basic Quartz Analogue Watches			
--- Basic Quartz Digital Watches			
--- Basic Mechanical Watches			
-- Mid Watches			
--- Mid Quartz Analogue Watches			
--- Mid Quartz Digital Watches			
--- Mid Mechanical Watches			
-- High Watches			
--- High Quartz Analogue Watches			
--- High Quartz Digital Watches			
--- High Mechanical Watches			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 50 Sales of Traditional Watches by Price Band: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
- Traditional Watches by Price Band	Data removed from sample		
-- Basic Watches			
--- Basic Quartz Analogue Watches			
--- Basic Quartz Digital Watches			
--- Basic Mechanical Watches			
-- Mid Watches			
--- Mid Quartz Analogue Watches			
--- Mid Quartz Digital Watches			
--- Mid Mechanical Watches			
-- High Watches			
--- High Quartz Analogue Watches			

--- High Quartz Digital Watches
 --- High Mechanical Watches

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 51 Sales of Connected Watches by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
-- Smart Wearables -- Activity Watch (Analogue) -- Activity Watch (Digital) --- Basic Activity Watch (Analogue) --- Mid Activity Watch (Analogue) --- High Activity Watch (Analogue) --- Basic Activity Watch (Digital) --- Mid Activity Watch (Digital) --- High Activity Watch (Digital) --- Basic Smart Wearables --- Mid Smart Wearables --- High Smart Wearables - Connected Watches by Type	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 52 Sales of Connected Watches by Category: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
-- Smart Wearables -- Activity Watch (Analogue) -- Activity Watch (Digital) --- Basic Activity Watch (Analogue) --- Mid Activity Watch (Analogue) --- High Activity Watch (Analogue) --- Basic Activity Watch (Digital) --- Mid Activity Watch (Digital) --- High Activity Watch (Digital)	Data removed from sample					

- Basic Smart Wearables
- Mid Smart Wearables
- High Smart Wearables
- Connected Watches by Type

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 53 Sales of Connected Watches by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
-- Smart Wearables	Data removed from sample		
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
--- Basic Activity Watch (Analogue)			
--- Mid Activity Watch (Analogue)			
--- High Activity Watch (Analogue)			
--- Basic Activity Watch (Digital)			
--- Mid Activity Watch (Digital)			
--- High Activity Watch (Digital)			
--- Basic Smart Wearables			
--- Mid Smart Wearables			
--- High Smart Wearables			
- Connected Watches by Type			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

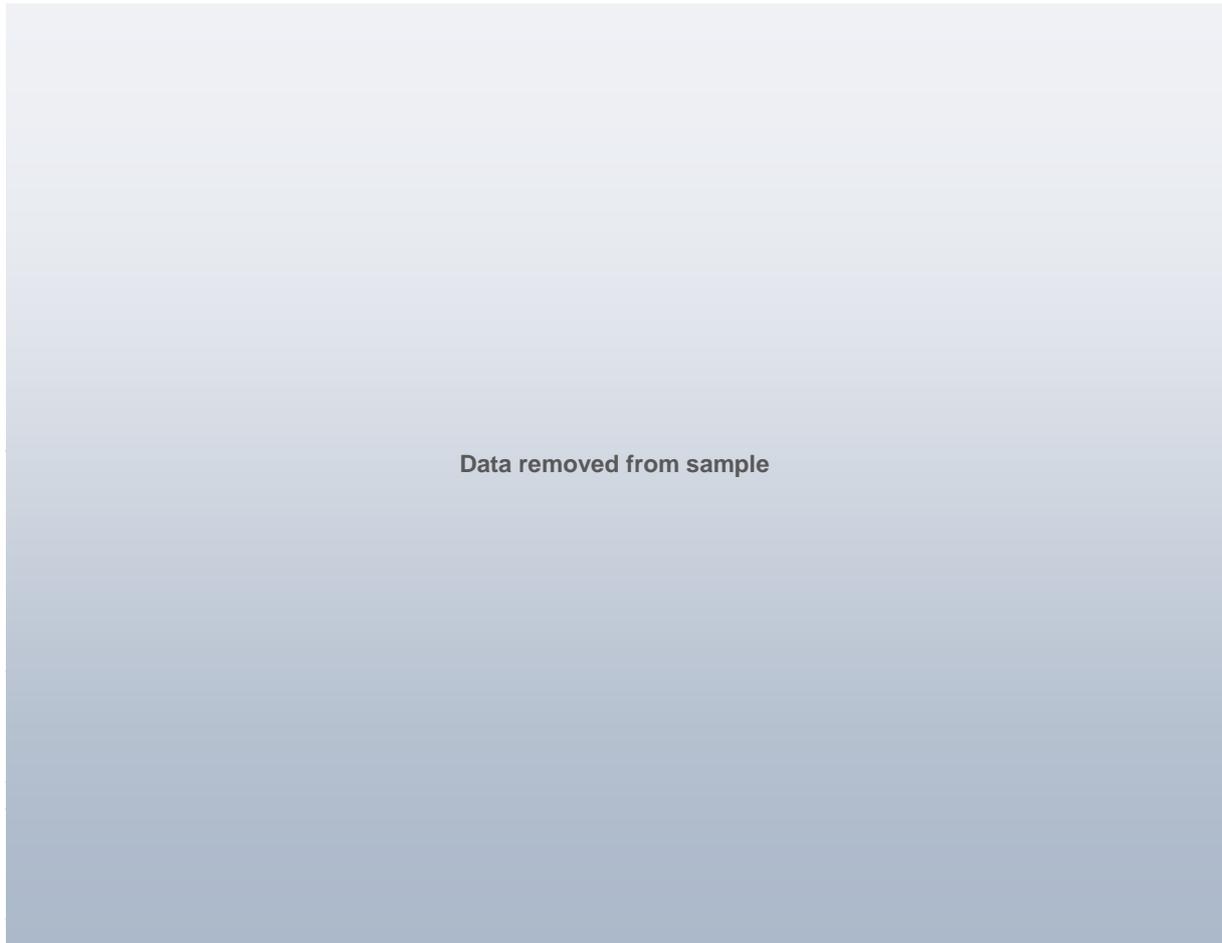
Table 54 Sales of Connected Watches by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
-- Smart Wearables	Data removed from sample		
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
--- Basic Activity Watch (Analogue)			
--- Mid Activity Watch (Analogue)			
--- High Activity Watch (Analogue)			
--- Basic Activity Watch (Digital)			
--- Mid Activity Watch (Digital)			
--- High Activity Watch (Digital)			
--- Basic Smart Wearables			
--- Mid Smart Wearables			
--- High Smart Wearables			
- Connected Watches by Type			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 55 NBO Company Shares of Traditional Watches: % Value 2019-2023

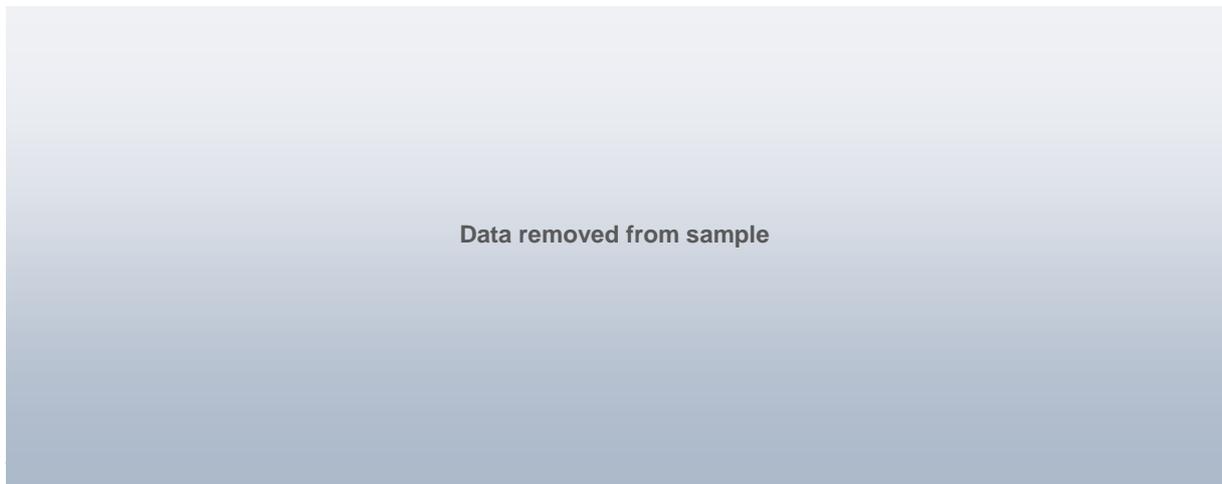
% retail value rsp Company	2019	2020	2021	2022	2023

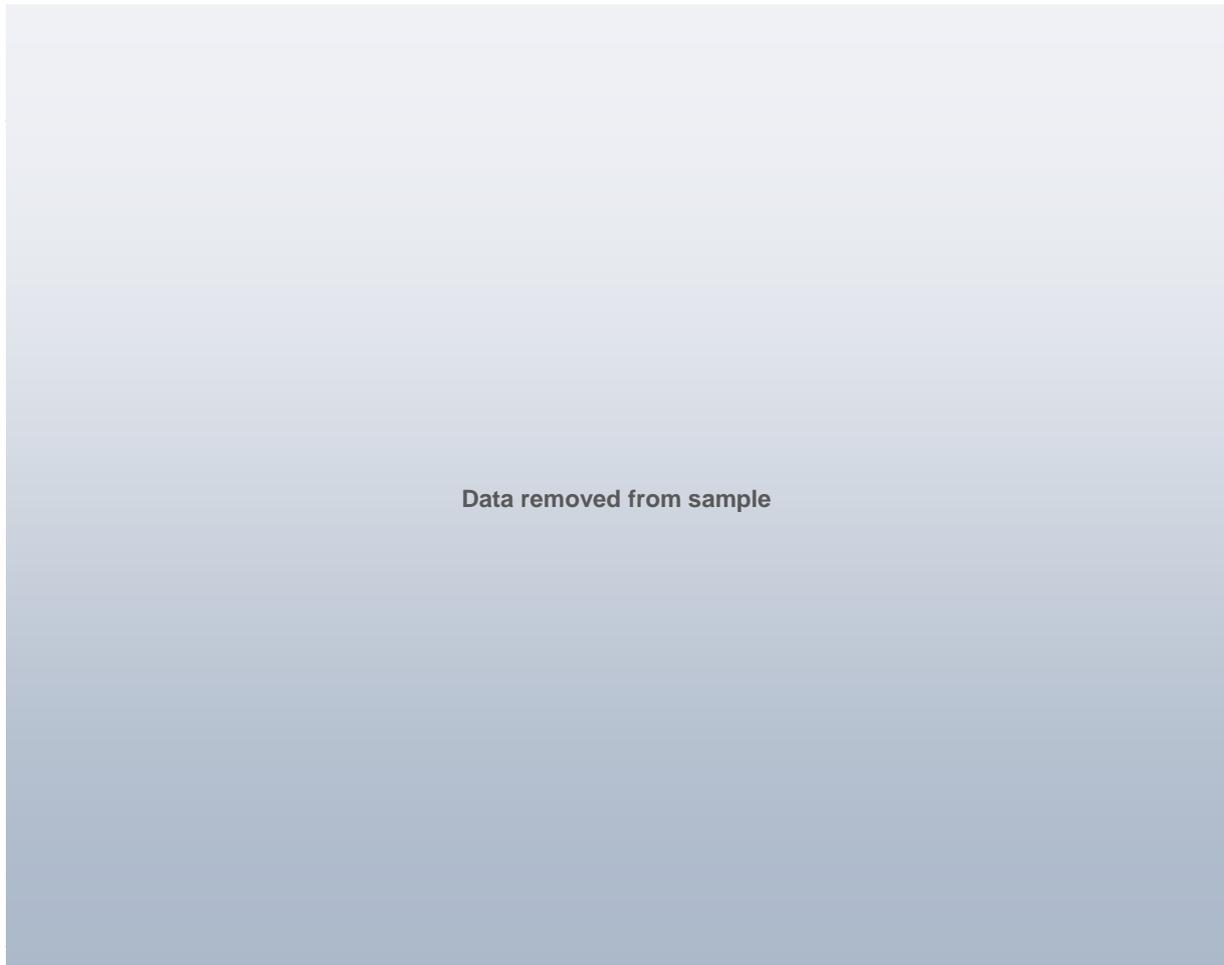


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 56 LBN Brand Shares of Traditional Watches: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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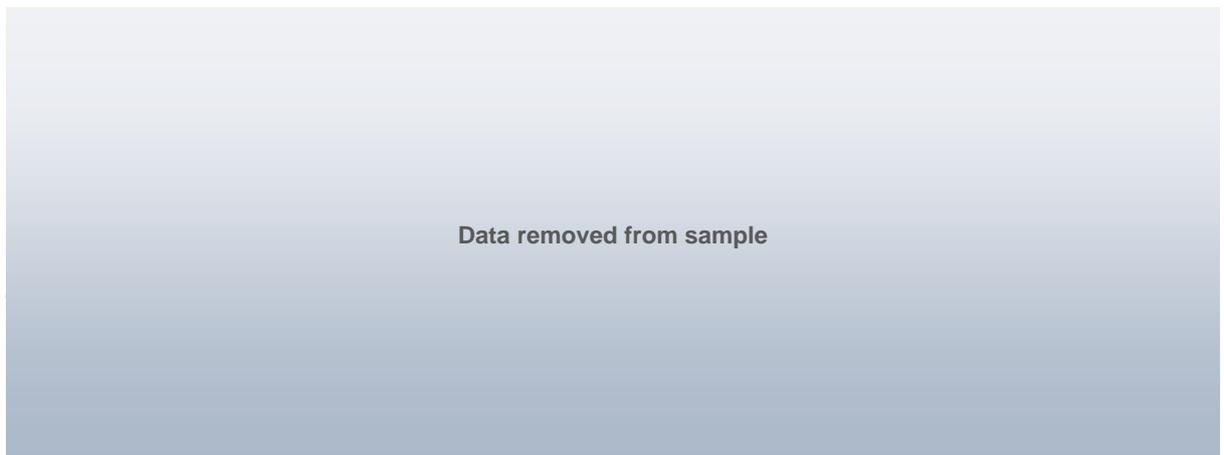




Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 57 NBO Company Shares of Connected Watches: % Value 2019-2023

% retail value rsp Company	2019	2020	2021	2022	2023
-------------------------------	------	------	------	------	------



Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 58 LBN Brand Shares of Connected Watches: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
-----------------------------------	---------------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 59 Forecast Sales of Traditional and Connected Watches by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
------------	------	------	------	------	------	------

Connected Watches	Data removed from sample					
Traditional and Connected Watches						
Traditional Watches						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 60 Forecast Sales of Traditional and Connected Watches by Category: Value 2023-2028

SEK million	2023	2024	2025	2026	2027	2028
Connected Watches Traditional and Connected Watches Traditional Watches	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 61 Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Connected Watches Traditional and Connected Watches Traditional Watches	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 62 Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Connected Watches Traditional and Connected Watches Traditional Watches	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 63 Forecast Sales of Traditional Watches by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
- Traditional Watches by Price Band - Traditional Watches by Type Traditional Watches	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 64 Forecast Sales of Traditional Watches by Category: Value 2023-2028

SEK million

	2023	2024	2025	2026	2027	2028
- Traditional Watches by Price Band	Data removed from sample					
- Traditional Watches by Type						
Traditional Watches						
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources					

Table 65 Forecast Sales of Traditional Watches by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
- Traditional Watches by Price Band	Data removed from sample		
- Traditional Watches by Type			
Traditional Watches			
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		

Table 66 Forecast Sales of Traditional Watches by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
- Traditional Watches by Price Band	Data removed from sample		
- Traditional Watches by Type			
Traditional Watches			
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		

Table 67 Forecast Sales of Connected Watches by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Connected Watches	Data removed from sample					
- Connected Watches by Type						
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources					

Table 68 Forecast Sales of Connected Watches by Category: Value 2023-2028

SEK million	2023	2024	2025	2026	2027	2028
Connected Watches	Data removed from sample					
- Connected Watches by Type						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 69 Forecast Sales of Connected Watches by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Connected Watches - Connected Watches by Type	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 70 Forecast Sales of Connected Watches by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Connected Watches - Connected Watches by Type	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

WRITING INSTRUMENTS IN SWEDEN - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Sales continue to suffer from rise of paperless office

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Writing instruments remains a commodified category

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Luxury segment finds its niche

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Content removed from sample

PROSPECTS AND OPPORTUNITIES

Sluggish performance expected

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Rise of digital communication methods will lead to continued demise of pen and paper

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Ongoing preference for cheap alternatives, as well as refillable options, will inhibit value growth

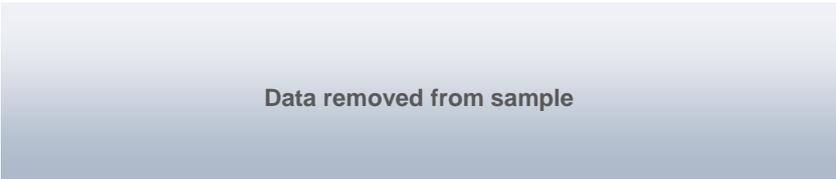
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CATEGORY DATA

Table 71 Sales of Writing Instruments by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
------------	------	------	------	------	------	------

Writing Instruments
 Pens
 Markers and Highlighters
 Pencils
 Writing Accessories
 Colouring



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 72 Sales of Writing Instruments by Category: Value 2018-2023

SEK million	2018	2019	2020	2021	2022	2023
Writing Instruments	Data removed from sample					
Pens						
Markers and Highlighters						
Pencils						
Writing Accessories						
Colouring						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 73 Sales of Writing Instruments by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Writing Instruments	Data removed from sample		
Pens			
Markers and Highlighters			
Pencils			
Writing Accessories			
Colouring			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 74 Sales of Writing Instruments by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Writing Instruments	Data removed from sample		
Pens			
Markers and Highlighters			
Pencils			
Writing Accessories			
Colouring			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 75 NBO Company Shares of Writing Instruments: % Value 2019-2023

% retail value rsp Company	2019	2020	2021	2022	2023
-------------------------------	------	------	------	------	------

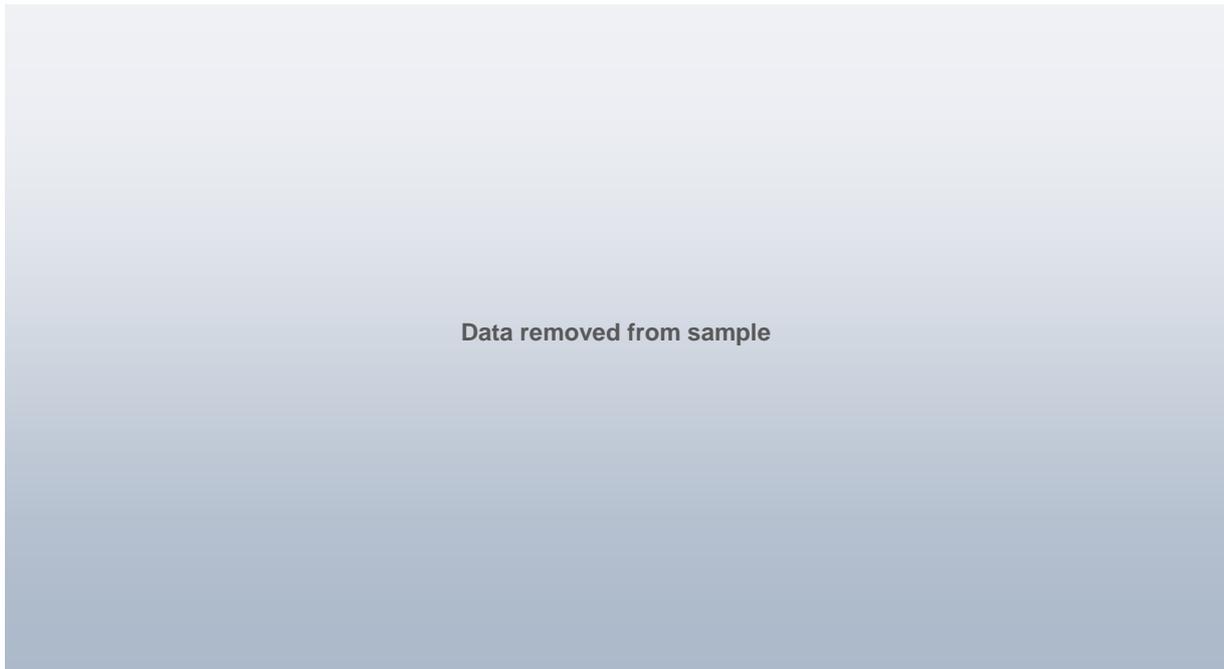


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 76 LBN Brand Shares of Writing Instruments: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
-----------------------------------	---------------	------	------	------	------





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 77 Distribution of Writing Instruments by Format: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
--------------------	------	------	------	------	------	------



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 78 Forecast Sales of Writing Instruments by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
------------	------	------	------	------	------	------

Writing Instruments	Data removed from sample					
Pens						
Markers and Highlighters						

Pencils
Writing Accessories
Colouring

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 79 Forecast Sales of Writing Instruments by Category: Value 2023-2028

SEK million

	2023	2024	2025	2026	2027	2028
--	------	------	------	------	------	------

Writing Instruments
Pens
Markers and Highlighters
Pencils
Writing Accessories
Colouring

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 80 Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028

% volume growth

	2023/24	2023-28 CAGR	2023/28 Total
--	---------	--------------	---------------

Writing Instruments
Pens
Markers and Highlighters
Pencils
Writing Accessories
Colouring

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 81 Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

% constant value growth

	2023/2024	2023-28 CAGR	2023/28 Total
--	-----------	--------------	---------------

Writing Instruments
Pens
Markers and Highlighters
Pencils
Writing Accessories
Colouring

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources