

# Personal Accessories in Italy

January 2024

Table of Contents

## Personal Accessories in Italy

### EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture  
Sustainability gains in importance within personal accessories  
Good performance for luxury brands  
Retailing developments  
What next for personal accessories?

### MARKET DATA

Table 1 - Sales of Personal Accessories by Category: Volume 2018-2023  
Table 2 - Sales of Personal Accessories by Category: Value 2018-2023  
Table 3 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Personal Accessories by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Personal Accessories: % Value 2019-2023  
Table 6 - LBN Brand Shares of Personal Accessories: % Value 2020-2023  
Table 7 - Distribution of Personal Accessories by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Personal Accessories by Category: Value 2023-2028  
Table 10 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Bags and Luggage in Italy

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Good performance from major luxury brands  
Positive trend for bags and luggage  
Rising interest in sustainability

#### PROSPECTS AND OPPORTUNITIES

Uncertainty due to high costs  
Innovation to drive share gains  
Further growth expected in luxury segment

### CATEGORY DATA

Table 12 - Sales of Bags and Luggage by Category: Volume 2018-2023  
Table 13 - Sales of Bags and Luggage by Category: Value 2018-2023  
Table 14 - Sales of Bags and Luggage by Category: % Volume Growth 2018-2023  
Table 15 - Sales of Bags and Luggage by Category: % Value Growth 2018-2023  
Table 16 - Sales of Luggage by Type: % Value 2018-2023  
Table 17 - NBO Company Shares of Bags and Luggage: % Value 2019-2023  
Table 18 - LBN Brand Shares of Bags and Luggage: % Value 2020-2023  
Table 19 - Distribution of Bags and Luggage by Format: % Value 2018-2023  
Table 20 - Forecast Sales of Bags and Luggage by Category: Volume 2023-2028  
Table 21 - Forecast Sales of Bags and Luggage by Category: Value 2023-2028  
Table 22 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2023-2028  
Table 23 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2023-2028

## Jewellery in Italy

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Jewellery sees strong performance  
Expansion of high end jewellery production in Italy  
Sustainability, craftsmanship and technology

#### PROSPECTS AND OPPORTUNITIES

Positive performance expected over forecast period  
New interesting trends to keep an eye on  
Gender fluid jewellery items and engagement rings

#### CATEGORY DATA

Table 24 - Sales of Jewellery by Category: Volume 2018-2023  
Table 25 - Sales of Jewellery by Category: Value 2018-2023  
Table 26 - Sales of Jewellery by Category: % Volume Growth 2018-2023  
Table 27 - Sales of Jewellery by Category: % Value Growth 2018-2023  
Table 28 - Sales of Costume Jewellery by Type: % Value 2018-2023  
Table 29 - Sales of Fine Jewellery by Type: % Value 2018-2023  
Table 30 - Sales of Fine Jewellery by Collection: % Value 2018-2023  
Table 31 - Sales of Fine Jewellery by Metal: % Value 2018-2023  
Table 32 - NBO Company Shares of Jewellery: % Value 2019-2023  
Table 33 - LBN Brand Shares of Jewellery: % Value 2020-2023  
Table 34 - Distribution of Jewellery by Format: % Value 2018-2023  
Table 35 - Forecast Sales of Jewellery by Category: Volume 2023-2028  
Table 36 - Forecast Sales of Jewellery by Category: Value 2023-2028  
Table 37 - Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028  
Table 38 - Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

## Traditional and Connected Watches in Italy

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Good performance for watches in Italy  
Traditional watches performing positively  
Big brands continue to lead traditional watches

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for traditional watches  
Rising interest in pre-owned watches  
A positive future

#### CATEGORY DATA

Table 39 - Sales of Traditional and Connected Watches by Category: Volume 2018-2023  
Table 40 - Sales of Traditional and Connected Watches by Category: Value 2018-2023  
Table 41 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2018-2023  
Table 42 - Sales of Traditional and Connected Watches by Category: % Value Growth 2018-2023  
Table 43 - Sales of Traditional Watches by Category: Volume 2018-2023  
Table 44 - Sales of Traditional Watches by Category: Value 2018-2023  
Table 45 - Sales of Traditional Watches by Category: % Volume Growth 2018-2023  
Table 46 - Sales of Traditional Watches by Category: % Value Growth 2018-2023

Table 47 - Sales of Traditional Watches by Price Band: Volume 2018-2023  
 Table 48 - Sales of Traditional Watches by Price Band: Value 2018-2023  
 Table 49 - Sales of Traditional Watches by Price Band: % Volume Growth 2018-2023  
 Table 50 - Sales of Traditional Watches by Price Band: % Value Growth 2018-2023  
 Table 51 - Sales of Connected Watches by Category: Volume 2018-2023  
 Table 52 - Sales of Connected Watches by Category: Value 2018-2023  
 Table 53 - Sales of Connected Watches by Category: % Volume Growth 2018-2023  
 Table 54 - Sales of Connected Watches by Category: % Value Growth 2018-2023  
 Table 55 - NBO Company Shares of Traditional Watches: % Value 2019-2023  
 Table 56 - LBN Brand Shares of Traditional Watches: % Value 2020-2023  
 Table 57 - NBO Company Shares of Connected Watches: % Value 2019-2023  
 Table 58 - LBN Brand Shares of Connected Watches: % Value 2020-2023  
 Table 59 - Distribution of Traditional Watches by Format: % Value 2018-2023  
 Table 60 - Distribution of Connected Watches by Format: % Value 2018-2023  
 Table 61 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2023-2028  
 Table 62 - Forecast Sales of Traditional and Connected Watches by Category: Value 2023-2028  
 Table 63 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2023-2028  
 Table 64 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2023-2028  
 Table 65 - Forecast Sales of Traditional Watches by Category: Volume 2023-2028  
 Table 66 - Forecast Sales of Traditional Watches by Category: Value 2023-2028  
 Table 67 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2023-2028  
 Table 68 - Forecast Sales of Traditional Watches by Category: % Value Growth 2023-2028  
 Table 69 - Forecast Sales of Connected Watches by Category: Volume 2023-2028  
 Table 70 - Forecast Sales of Connected Watches by Category: Value 2023-2028  
 Table 71 - Forecast Sales of Connected Watches by Category: % Volume Growth 2023-2028  
 Table 72 - Forecast Sales of Connected Watches by Category: % Value Growth 2023-2028

## Writing Instruments in Italy

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Writing instruments category registers growth  
 Positive trend for e-commerce  
 Innovation and digitalisation could boost the category

#### PROSPECTS AND OPPORTUNITIES

Limited potential in writing instruments  
 Growth in online activity  
 Innovate and invest in communication

#### CATEGORY DATA

Table 73 - Sales of Writing Instruments by Category: Volume 2018-2023  
 Table 74 - Sales of Writing Instruments by Category: Value 2018-2023  
 Table 75 - Sales of Writing Instruments by Category: % Volume Growth 2018-2023  
 Table 76 - Sales of Writing Instruments by Category: % Value Growth 2018-2023  
 Table 77 - NBO Company Shares of Writing Instruments: % Value 2019-2023  
 Table 78 - LBN Brand Shares of Writing Instruments: % Value 2020-2023  
 Table 79 - Distribution of Writing Instruments by Format: % Value 2018-2023  
 Table 80 - Forecast Sales of Writing Instruments by Category: Volume 2023-2028  
 Table 81 - Forecast Sales of Writing Instruments by Category: Value 2023-2028  
 Table 82 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028  
 Table 83 - Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

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