

Personal Accessories in South Korea

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Personal Accessories in South Korea

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Bags and Luggage in South Korea

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2023 DEVELOPMENTS

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Open runs and the boom in the resale market wane

Novelty brands increasingly dominate sales of bags, marginalising older K-fashion brands

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Online jewellery brands expand to offline as the pandemic ends

PROSPECTS AND OPPORTUNITIES

Sales of wedding jewellery may slow due to decline in marriages, but affordable luxury jewellery targeting Millennials and Gen Z set to grow Lab-grown diamonds expected to grow due to better affordability and sustainability

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Breitling releases two limited editions exclusively for South Korean consumers
Online marketplaces rise as significant channels for sales of luxury watches

PROSPECTS AND OPPORTUNITIES

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Writing Instruments in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS

The full reopening of schools and offline studies sustains demand for stationery, including writing instruments Monami continues to release limited-edition Tin Case series, arousing consumers' curiosity and desire to collect Montblanc opens The Library Spirit pop-up store in South Korea

PROSPECTS AND OPPORTUNITIES

Stationery players to pursue product diversification beyond writing instruments

The variety stores player Daiso will be a threat to independent stationery merchants

Overseas expansion may be a business breakthrough for stationery companies

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