

Personal Accessories in Canada

January 2024

Table of Contents

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
- 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 Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust growth in 2023 thanks to a resurgence of travel post-pandemic
Sustainability credentials resonate with younger Canadians
Michael Kors Canada Holdings retains the lead in a highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Luggage will drive category growth in the years ahead
Fierce competition expected as players seek to differentiate
Brands set to tap into desire for individual expression

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 Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth in 2023, but competitive landscape remains highly fragmented

Post-pandemic return to social engagements boosts demand for costume jewellery

Lab-grown diamonds gain appeal amongst younger Canadians thanks to lower prices and ethical credentials

PROSPECTS AND OPPORTUNITIES

Decline predicted in the years ahead as a result of inflation

Fragmentation set to continue with smaller independents retaining popularity

E-commerce will continue its upward trajectory over the forecast period

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 Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Connected watches sees ongoing technological innovation

Key players gain share in 2023, thanks to demand for smart wearables

Despite spending cutbacks, high-end brands continue to launch new limited models

PROSPECTS AND OPPORTUNITIES

Traditional watches will face continued threat from digitalisation in the years ahead

Smart wearables will retain their popularity as connectivity and integration continue apace

Personalisation trend will drive innovation and design in watches over the forecast period

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 Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Back-to-school season and inflation boost current value sales of writing instruments in 2023

Brands tap into Canadians' desire for self-expression

Special collection items retain appeal as luxury gifts

PROSPECTS AND OPPORTUNITIES

Ongoing digitalisation presents continual threat to writing instruments

Personalisation trend will drive consumer interest in the coming years

New handwriting rules offers some hope for writing instruments over the forecast period

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-canada/report.