

# Personal Accessories in Romania

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## Abstracts

Even though inflation remained high in Romania in 2023, personal accessories saw growth in both current value and volume terms. Romanians are increasingly preoccupied with improving their personal image, and despite declining purchasing power, they continue to demonstrate high brand loyalty. In addition, some Romanians now regard fine jewellery and high watches as a good hedge against inflation, reflected in strong sales for these categories in 2023. Some retailers now offer 'buy now, pay later'...

Euromonitor International's Personal Accessories in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bags and Luggage, Jewellery, Traditional and Connected Watches, Writing Instruments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Personal Accessories market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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