

India Personal Accessories Market By Product Type (Watches, Fashion Jewelry, Handbags and Wallets, Others), By End User (Female, Male), By Sales Channel (Multi-Brand Stores, Specialty Stores, Exclusive Stores, Online, Supermarket/Hypermarket), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The India Personal Accessories Market was valued at USD 1942.42 million in 2024 and is projected to reach USD 3012.34 million by 2030, expanding at a CAGR of 7.59% during the forecast period. The market's growth is primarily driven by rising disposable incomes, rapid urbanization, and evolving consumer preferences toward fashion and lifestyle products. Increased demand for accessories such as handbags, jewelry, watches, and footwear is especially pronounced among millennials and Gen Z consumers, who are increasingly influenced by global fashion trends. The expansion of e-commerce has made a wide range of stylish and affordable options easily accessible, while social media influence and celebrity endorsements have elevated brand visibility and customer engagement. As consumer behavior continues to shift toward style-conscious and brand-oriented choices, the personal accessories sector in India is poised for sustained expansion.

Key Market Drivers

Rising Disposable Incomes and Changing Lifestyles

The rising level of disposable income in India, particularly in urban areas, is a major growth driver for the personal accessories market. Between 2019 and 2023, India's per capita disposable income rose from USD 2.11 thousand to USD 2.54 thousand, reflecting a growing middle class with increasing purchasing power. This financial uplift is translating into higher spending on personal accessories such as handbags, watches, and jewelry—not only for utility but also for fashion and self-expression. Additionally, changing lifestyle preferences among younger consumers are influencing purchasing patterns. With a stronger inclination toward global fashion trends and premium branded goods, consumers are now viewing accessories as essential elements of their daily wardrobe. This trend underscores a shift in consumer mentality, from utility-driven purchases to those driven by aspiration and social identity, reinforcing the market's upward trajectory.

Key Market Challenges

Price Sensitivity and Affordability

Despite the growing demand, price sensitivity remains a key challenge in the India personal accessories market. A significant portion of the population continues to be budget-conscious, particularly in semi-urban and rural regions. This restricts the mass adoption of high-end and premium accessories. The prevalence of low-cost alternatives offered by unorganized local markets further intensifies competition, making it difficult for established brands to maintain margins while trying to appeal to the price-sensitive segment. Balancing quality, brand perception, and affordability is crucial for success. Premium brands, in particular, face the dual challenge of expanding their consumer base without compromising their brand image. Overcoming this requires innovative pricing strategies, value-oriented offerings, and tiered product portfolios that cater to both aspirational and budget-conscious consumers.

Key Market Trends

Shift Toward Sustainable and Eco-Friendly Products

Sustainability is emerging as a dominant trend shaping the India personal accessories market. Consumers, particularly millennials and Gen Z, are increasingly aligning their purchasing decisions with environmental and ethical values. This has led to a rising preference for accessories made from sustainable materials such as recycled metals, vegan leather, and organic fabrics. Brands are also adopting eco-friendly practices in manufacturing and packaging, responding to consumer demand for transparency

and responsible sourcing. The move toward timeless, durable designs further reflects a shift away from fast fashion. As this sustainability-focused consumer base grows, brands that invest in green innovation and responsible production practices are likely to gain a competitive edge, influencing the market's evolution in the coming years.

Key Market Players

Titan Company Limited

Fossil India Private Limited

Timex Group India Ltd

Casio India Co. Private Limited

Baggit India Private Limited

Hidesign India Private Limited

Voylla Fashions Private Limited

Pipa Bella Accessories Private Limited

Da Milan Leathers Private Limited

Swatch Group (India) Private Limited

Report Scope:

In this report, the India Personal Accessories Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Personal Accessories Market, By Product Type:

Watches

Fashion Jewelry

Handbags and Wallets

Others

India Personal Accessories Market, By End User:

Female

Male

India Personal Accessories Market, By Sales Channel:

Multi-Brand Stores

Specialty Stores

Exclusive Stores

Online

Supermarket/Hypermarket

India Personal Accessories Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Personal Accessories Market.

Available Customizations:

India Personal Accessories Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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