

# **United States Personal Accessories Market, By Product Type (Jewelry, Watches, Bags & Wallet, Others), By End User (Female, Male), By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Multi-Brand Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The United States Personal Accessories Market was valued at USD 97.47 billion in 2024 and is projected to reach USD 158.04 billion by 2030, registering a CAGR of 8.45% during the forecast period. The market is undergoing notable transformation due to changing consumer preferences and advancing technologies. Growing interest in personalization has made customizable items such as monogrammed bags, engraved jewelry, and bespoke accessories increasingly popular, reflecting a broader trend of self-expression and individualism. At the same time, sustainability is gaining traction, with brands incorporating eco-friendly materials and ethical sourcing practices. E-commerce has reshaped shopping habits, offering consumers easy access to a diverse array of styles and brands, while innovations in wearable tech—such as smartwatches—are merging functionality with fashion appeal. Additionally, nostalgic trends are reviving interest in vintage and retro accessory styles, contributing to a dynamic and evolving market landscape.

### Key Market Drivers

#### Evolving Consumer Preferences Toward Personalization and Individuality

U.S. consumers are increasingly prioritizing individuality and self-expression, driving heightened demand for personalized and customizable accessories. Products such as monogrammed handbags, engraved jewelry, and bespoke sunglasses are gaining popularity, as consumers seek items that reflect their personal style and identity. In response, brands are enhancing customization options, allowing buyers to choose colors, materials, engravings, and configurations. This trend is especially prominent among Millennial and Gen Z demographics, who value unique, story-driven fashion. The rise of social media and influencer marketing has amplified this movement, showcasing custom products and encouraging consumers to adopt exclusive, tailored pieces that align with their personal branding.

## Key Market Challenges

### Market Saturation and Intense Competition

The U.S. personal accessories market faces significant challenges from a saturated competitive environment. The space is crowded with established luxury brands like Coach, Tiffany & Co., and Michael Kors, as well as fast-fashion players and a rising number of direct-to-consumer startups. This overcrowding makes it increasingly difficult for brands to differentiate themselves or maintain long-term customer loyalty. Consumers often shift brand preferences based on price, convenience, or trends highlighted on social media, further weakening traditional loyalty dynamics. Smaller brands face visibility hurdles without large marketing budgets, while larger players must consistently innovate to stay relevant. The resulting promotional battles and price competition frequently erode profit margins and dilute brand value, posing a substantial challenge to sustained growth.

## Key Market Trends

### Demand for Personalized and Customizable Accessories

Personalization remains one of the most dominant trends in the U.S. personal accessories market. Consumers are actively seeking products that cater to their preferences, lifestyles, and values. Accessories like custom-engraved jewelry, monogrammed wallets, and personalized phone cases are experiencing strong demand. This trend is especially pronounced among younger consumers, including Millennials and Gen Z, who see fashion as an extension of their identity. Platforms like Instagram and TikTok have accelerated this shift by showcasing highly

individualized styles and enabling trend dissemination in real-time. In response, brands are introducing digital customization tools that allow customers to personalize their accessories online, further integrating technology with consumer-driven design.

### Key Market Players

LVMH Moët Hennessy Louis Vuitton Inc.

Tapestry, Inc.

Richemont North America Inc.

Apple Inc.

Kering Americas, Inc. (Gucci, Yves Saint Laurent, and Bottega Veneta)

Pandora Jewelry Inc.

CHANEL, Inc.

The Swatch Group (U.S.) Inc.

PRADA USA Corp

Burberry Limited

### Report Scope:

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

United States Personal Accessories Market, By Product Type:

Jewelry

Watches

Bags & Wallet

Others

United States Personal Accessories Market, By End User:

Female

Male

United States Personal Accessories Market, By Sales Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi-Brand Stores

Specialty Stores

Online

Others

United States Personal Accessories Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

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

*United States Personal Accessories Market, By Product Type (Jewelry, Watches, Bags & Wallet, Others), By End U...*

### Available Customizations:

United States 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER ANALYSIS**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. UNITED STATES PERSONAL ACCESSORIES MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Jewelry, Watches, Bags & Wallet, Others)

5.2.2. By End User (Female, Male)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Multi-Brand Stores, Specialty Stores, Online, Others)

5.2.4. By Regional

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. UNITED STATES JEWELRY MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By End User

6.2.2. By Sales Channel

# 7. UNITED STATES WATCHES MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By End User

7.2.2. By Sales Channel

# 8. UNITED STATES BAGS & WALLET MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By End User

8.2.2. By Sales Channel

# 9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

# 10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

## **11. UNITED STATES ECONOMIC PROFILE**

## **12. POLICY & REGULATORY LANDSCAPE**

## **13. COMPETITIVE LANDSCAPE**

### 13.1. Company Profiles

#### 13.1.1. LVMH Moët Hennessy Louis Vuitton Inc.

- 13.1.1.1. Business Overview
- 13.1.1.2. Company Snapshot
- 13.1.1.3. Products & Services
- 13.1.1.4. Financials (As Per Availability)
- 13.1.1.5. Key Market Focus & Geographical Presence
- 13.1.1.6. Recent Developments
- 13.1.1.7. Key Management Personnel

#### 13.1.2. Tapestry, Inc.

#### 13.1.3. Richemont North America Inc.

#### 13.1.4. Apple Inc.

#### 13.1.5. Kering Americas, Inc. (Gucci, Yves Saint Laurent, and Bottega Veneta)

#### 13.1.6. Pandora Jewelry Inc.

#### 13.1.7. CHANEL, Inc.

#### 13.1.8. The Swatch Group (U.S.) Inc.

#### 13.1.9. PRADA USA Corp

#### 13.1.10. Burberry Limited

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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