



Euromonitor
International

Personal Accessories in Japan

February 2026

Table of Contents

Personal Accessories in Japan

EXECUTIVE SUMMARY

Tourism rebound and market polarisation fuel accessories growth

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Tourism-fuelled growth reshapes Japan's personal accessories market

Chart 2 - Emerging Tourist Destinations Attract Store Openings

Luxury demand strengthens owing to market polarisation

Chart 3 - Tiffany Unveils Asia's Largest Flagship in Ginza, Tokyo

Resale innovation elevates luxury engagement

Chart 4 - LALÛE Elevates Hermès Through Curated Resale Luxury

WHAT'S NEXT?

Value-added offerings will sustain brand relevance in a competitive market

Chart 5 - Analyst Insight

Character collaborations to drive cultural momentum

Demographic shifts demand strategic adaptation

COMPETITIVE LANDSCAPE

Leading luxury brands dominate with strong presence

Richemont stays ahead by deepening connection through elevated craft and storytelling

CHANNELS

In-store experiences sustain offline dominance in luxury accessories

TikTok shop accelerates social commerce growth

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Japan 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Japan 2025

Chart 9 - Consumer Landscape in Japan 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bags and Luggage in Japan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation drives luxury and functional bags growth

Chart 10 - Key Trends 2025

INDUSTRY PERFORMANCE

Polarisation drives sales growth of luxury brands and functional products

Tourism rebound drives luggage demand from shopping visitors

Younger shoppers and tourists drive Japan's premium resale boom

Chart 11 - MEGRÜS and the Rise of Department Store Resale

Chart 12 - ACE Launches Premium "Japan Luxury" Luggage Line Targeting Inbound Tourists

WHAT'S NEXT?

Inbound tourism will continue to drive growth

Affluent domestic consumers and younger generations set to shape market

Chart 13 - Analyst Insight

COMPETITIVE LANDSCAPE

Luxury brands maintain lead with strong brand equity and experiential marketing

UNIQLO stays on the affordable side

Chart 14 - UNIQLO is Establishing its Bag Market Presence Through Novelty Campaigns

CHANNELS

Brand storytelling and tactile engagement strengthen offline retail leadership

E-commerce sees growth, boosted by social media platforms

TikTok shop drives e-commerce growth among younger consumers

COUNTRY REPORTS DISCLAIMER

[Jewellery in Japan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affluent consumers drive jewellery demand, focusing on experiential and personalised retail

Chart 15 - Key Trends 2025

INDUSTRY PERFORMANCE

Affluent consumers drive growth despite economic pressures

Chart 16 - Asuka III and Ravicharme Redefine Retail for Japan's Affluent Travellers

Rising gold prices spark demand for investment-minded jewellery

Chart 17 - Canal 4? Embraces Gold as Value: Launch of the K7 Classic Collection

Sustainability and luxury drive dynamic growth in specific niches

Chart 18 - Analyst Insight

Chart 19 - Kyocera Expands Ethical Luxury: Lab-Grown Innovation and the Launch of Loaboflie

WHAT'S NEXT?

Growing affluent population will sustain premium jewellery demand through to 2030

Impact of younger consumers

COMPETITIVE LANDSCAPE

Luxury brands maintain lead through experiential retail

CHANNELS

Offline channels drive luxury jewellery sales through personalised service

Retail e-commerce grows as online channels diversify and social commerce emerges

Luxury hotels and high-end foodservice venues emerge as new touchpoints for jewellery brands

COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in Japan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury appeal and technology sustain watches amid volume declines

Chart 20 - Key Trends 2025

INDUSTRY PERFORMANCE

Resale and rental drive value sales growth despite volume slowdown

Japan's cost-conscious consumers embrace entry-level smartwatches

Chart 21 - Docomo Launches Affordable Smartwatches to Support Everyday Health

Affordable retro watches rise as Gen Z embraces authentic, gender-neutral fashion

Chart 22 - Casio Classic LF-30W Blends Retro Style with Modern Values

WHAT'S NEXT?

Strong domestic purchasing power will support growth

Traditional and connected watches segments can coexist happily

Yen depreciation and tourism set to boost luxury watch sales

COMPETITIVE LANDSCAPE

Rolex maintains lead through careful strategy

Gen Z preferences will continue to drive market dynamics

CHANNELS

Physical retail remains vital for luxury watch sales

E-commerce gains traction for connected watches sales

Bic Camera enters pre-owned watch market at Yurakucho

Chart 23 - Bic Camera Enters Pre-Owned Watch Market

COUNTRY REPORTS DISCLAIMER

[Writing Instruments in Japan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability and retail expansion strengthen writing instruments strategies

Chart 24 - Key Trends 2025

INDUSTRY PERFORMANCE

Tourism drives value growth for writing instruments despite volume decline

Gen Z revives Japan's stationery market with nostalgia for analogue writing

Chart 25 - PostPet Stationery Launch Targets Kidult Boom

Demographic shifts and digitalisation challenge volume sales

Chart 26 - Pilot's Kire-Na Highlighter: a Value-Added Innovation for a Shifting Market

WHAT'S NEXT?

Tourism will continue to drive value sales

Kidult and retro trends may help build momentum

Chart 27 - Analyst Insight

COMPETITIVE LANDSCAPE

Mitsubishi Pencil strengthens leadership with premium design and purposeful innovation

CHANNELS

Offline retail channels lead through experiential marketing

E-Commerce complements offline retail by community building

Regional stores capture tourists seeking authentic Japanese craftsmanship

Chart 28 - Itoya Taps into Regional Tourism Boom with New Stores in Fukuoka and Hokkaido

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-japan/report.