



Euromonitor
International

Personal Accessories in Brazil

February 2026

Table of Contents

EXECUTIVE SUMMARY

Premiumisation and tech innovation key to growth

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Growth despite global uncertainty

Vivara adapts to polarisation, while Casio Vintage captures young consumers with retro appeal

Chart 3 - Vivara Expands Targeting Both the Luxury and Accessible Jewellery Segments

Gen Z drives demand for smart and connected accessories

WHAT'S NEXT?

Tech-savvy consumers drive premium growth through innovation

Sustainability and cultural relevance to shape industry dynamics

Fastest growth in traditional and connected watches driven by tech innovation

COMPETITIVE LANDSCAPE

Leading brands maintain positions through innovation and strategy

Opportunities arise from market trends and consumer preferences

CHANNELS

Retail offline remains dominant through omnichannel presence

E-commerce expands with Gen Z and Millennial consumers driving growth

Retail e-commerce plays significant role with growing competition

PRODUCTS

Sustainable luxury jewellery redefines market with eco-friendly designs

Chart 4 - Maciel Ateliê Redefines Luxury with Recycled Gold and Synthetic Stones

ECONOMIC CONTEXT

Chart 5 - Real GDP Growth and Inflation 2020-2030

Chart 6 - PEST Analysis in Brazil 2025

CONSUMER CONTEXT

Chart 7 - Key Insights on Consumers in Brazil 2025

Chart 8 - Consumer Landscape in Brazil 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Quality, design and sustainability drive growth

Chart 9 - Key Trends 2025

Chart 10 - Analyst Insight

INDUSTRY PERFORMANCE

Samsonite and Le Postiche drive sales through diverse strategies

Bags drives sales with premium and affordable options

Travel and tourism boosts category growth

Chart 11 - Samsonite Expands Retail Footprint and Strengthens DTC Strategy Amid Travel Recovery

Chart 12 - Le Postiche Captures Value Segment with Affordable Travel Kits and Campaigns

WHAT'S NEXT?

Sustainable and premium products drive growth

Bags to remain largest category

Eco-friendly innovations and digital transformation key to success

COMPETITIVE LANDSCAPE

Arezzo maintains lead through innovation and omnichannel strategies

No significant mergers or acquisitions in 2025

CHANNELS

Retail offline dominates sales through department stores and luggage specialists

Retail e-commerce grows as omnichannel strategies become essential

Leisure and personal goods specialists drives sales through bags and luggage specialists

PRODUCTS

Gen Z drives innovation with sustainable and tech-friendly designs

Chart 13 - Samsonite's Eco-Nu Line Captures Gen Z with Recycled PET and Sustainable Appeal

COUNTRY REPORTS DISCLAIMER

[Jewellery in Brazil](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust performance driven by premiumisation and symbolic gifting

Chart 14 - Key Trends 2025

Chart 15 - Analyst Insight

INDUSTRY PERFORMANCE

Vivara drives growth with dual-brand strategy across income segments

Costume jewellery remains largest category due to affordability

Fine jewellery sees strong growth driven by affluent consumers

Chart 16 - Vivara Expands Targeting Both Luxury and Accessible Jewellery Segments

WHAT'S NEXT?

Premiumisation and lab-grown diamonds drive growth

Narrowing gap

Diversification and sustainability to shape future

COMPETITIVE LANDSCAPE

Vivara and H Stern maintain lead through strategic expansion and innovation

Premiumisation and sustainability to drive future growth and opportunities

CHANNELS

Retail offline remains dominant through branded stores

Retail e-commerce grows with improved digital platforms

Omnichannel presence key for retailers

PRODUCTS

Sustainable luxury emerges with recycled gold and lab-grown diamonds

Chart 17 - Maciel Ateliê Redefines Luxury with Recycled Gold

Chart 18 - Vivara Launches First LGD Collection to Combine Innovation and Sustainability

COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in Brazil](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Connected watches drives growth

Chart 19 - Key Trends 2025

Chart 20 - Analyst Insight

INDUSTRY PERFORMANCE

Smartwatches play key role in growth

Affordability and premium features drive market polarisation

Chart 21 - Xiaomi Expands Market Share in Brazil Through Affordability Amid Growing Polarisation

Chart 22 - Samsung Integrates Galaxy AI into Galaxy Watch 6 to Elevate User Experience

AI and tech innovation boosts value sales growth

WHAT'S NEXT?

Tech-savvy consumers drive demand for connected watches

Affordable luxury and sustainability to shape future trends

COMPETITIVE LANDSCAPE

Technos and Apple maintain lead through innovation

Emerging trends and opportunities for businesses

CHANNELS

Retail offline dominates traditional and connected watches sales

Omnichannel strategies become essential for retailers

PRODUCTS

Gen Z drives innovation with retro appeal and affordability

Chart 23 - Casio Vintage Captures Young Consumers with Retro Appeal and Affordable Style

COUNTRY REPORTS DISCLAIMER

[Writing Instruments in Brazil](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shift towards higher-priced and sustainable products

Chart 24 - Key Trends 2025

Chart 25 - Analyst Insight

INDUSTRY PERFORMANCE

Significant polarisation

Pens remains the largest category despite slow growth

Colouring drives dynamic growth with Gen Z engagement

Chart 26 - Faber-Castell Engages Gen Z with Grip Glam Pens and Digital Creativity Campaigns

WHAT'S NEXT?

Faber-Castell leads sustainable and premium trends
Pens to remain key despite slow volume growth
Innovation and partnerships to drive future growth

COMPETITIVE LANDSCAPE

Faber-Castell and Bic dominate with strong brand equity
Chart 27 - Faber-Castell Expands Dual Strategy with Premium and Student-Focused Writing Tools
No significant mergers or acquisitions in 2025

CHANNELS

Retail offline remains dominant through supermarkets and stationers
Retail e-commerce grows steadily with increasing online presence

PRODUCTS

Faber-Castell drives innovation with sustainable materials
Chart 28 - Faber-Castell Advances Sustainability with Recycled Plastics and FSC-Certified Wood
Innovative products capture rising demand for eco-friendly options

COUNTRY REPORTS DISCLAIMER

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-brazil/report.