



**Euromonitor
International**

Personal Accessories in South Africa

February 2026

Table of Contents

EXECUTIVE SUMMARY

South Africa's personal accessories market thrives on affordable luxury and sustainability

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives retailers to expand value-focused offerings

Chart 2 - Woolworths Introduces More Entry-Level Lines

Bags and luggage remains the largest category, with dynamic growth

Gen Z consumer driving demand for sustainability and inclusivity

WHAT'S NEXT?

Retailers adapt to consumer behaviour with value offerings

Resale platforms support demand for second-hand bags through affordability

Chart 3 - Analyst Insight

Connected watches set to be the fastest growing subcategory

COMPETITIVE LANDSCAPE

Leading companies maintain lead amid market polarisation

CHANNELS

Offline retail dominates sales through specialists

Retail e-commerce drives growth with convenience and enhancements

ECONOMIC CONTEXT

Chart 4 - Real GDP Growth and Inflation 2020-2030

Chart 5 - PEST Analysis in South Africa 2025

CONSUMER CONTEXT

Chart 6 - Key Insights on Consumers in South Africa 2025

Chart 7 - Consumer Landscape in South Africa 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation and resale platforms drive category growth

Chart 8 - Key Trends 2025

INDUSTRY PERFORMANCE

Price sensitivity drives brands to expand affordable offerings

Bags drive category sales through premium quality

Resale and rental normalise second-hand fashion

Chart 9 - Yaga Broadens Access to Preowned Fashion Items

WHAT'S NEXT?

Affordability and sustainable consumption will drive demand on second-hand platforms

Chart 10 - Analyst Insight

Agility and trend-driven offerings support e-commerce expansion

COMPETITIVE LANDSCAPE

Busby trading and Woolworths maintain the lead through innovation

Local brands strengthen their positions with unique, story-driven products

Chart 11 - Freedom of Movement Strengthens its Position in the Market

CHANNELS

Offline retail dominates sales through physical stores

Retail e-commerce gains traction with convenience and wider selection

COUNTRY REPORTS DISCLAIMER

[Jewellery in South Africa](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lab-grown diamonds and investment appeal drive jewellery market growth

Chart 12 - Key Trends 2025

INDUSTRY PERFORMANCE

Lab-grown diamonds and investment potential drive sales

Market polarisation leads to customisation and personalisation

Investment potential fuels demand for fine jewellery

Chart 13 - Browns Jewellers Maintain Their Distaste For Lab-Grown Diamonds

WHAT'S NEXT?

Affluent consumers will drive luxury jewellery demand despite economic uncertainty

Lab-grown diamonds will increase access to costume jewellery

Investment potential set to fuel demand for fine jewellery

Chart 14 - Diamond Upgrade Programmes Attract Consumers

COMPETITIVE LANDSCAPE

Leading companies maintain share in a fragmented market

CHANNELS

Offline retail dominates through jewellery and watch specialists

Retail e-commerce grows steadily despite offline dominance

PRODUCTS

Lab-grown diamonds and investment potential drive innovation

Chart 15 - Analyst Insight

COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in South Africa](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gen Z consumers fuel growth in connected watches market

Chart 16 - Key Trends 2025

INDUSTRY PERFORMANCE

Gen Z consumers drive sales of wellness-focused connected watches
Connected watches drive growth with innovative features
Market polarisation shapes consumer preferences and sales channels

WHAT'S NEXT?

Aspirational consumers will drive growth for affordable luxury brands
Connected watches set to outpace traditional watches in growth and adoption
Sustainability and authentication expected to shape business strategies and consumer trust

COMPETITIVE LANDSCAPE

Garmin maintains its lead through innovation and reliability
Connected watch brands prioritise wellness technology and design

CHANNELS

Consumers prefer physical stores for experiential purchasing
Enhanced user experience drives steady e-commerce growth

PRODUCTS

Resale market grows as consumers seek affordable luxury timepieces
Chart 17 - Analyst Insight

COUNTRY REPORTS DISCLAIMER

[Writing Instruments in South Africa](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation intensifies competition and reshapes retailer strategies
Chart 18 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation forces retailers to reconsider pricing strategies
Gen Z drives demand for unique and premium products
Chart 19 - Shein Challenging Local Players with Wider Variety at Competitive Prices
Bic's donation campaign drives sales through social impact
Chart 20 - BIC Integrates Social Impact With Brand Engagement

WHAT'S NEXT?

Younger consumers to sustain personalised writing instruments demand
Pens will remain largest segment despite slow growth

COMPETITIVE LANDSCAPE

Bic maintains strong lead with quality and social initiatives

CHANNELS

Non-grocery retailers lead sales with strong e-commerce growth
Retail e-commerce gains traction with improved services
Omnichannel presence becomes increasingly important for retailers
Chart 21 - Analyst Insight

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-south-africa/report.