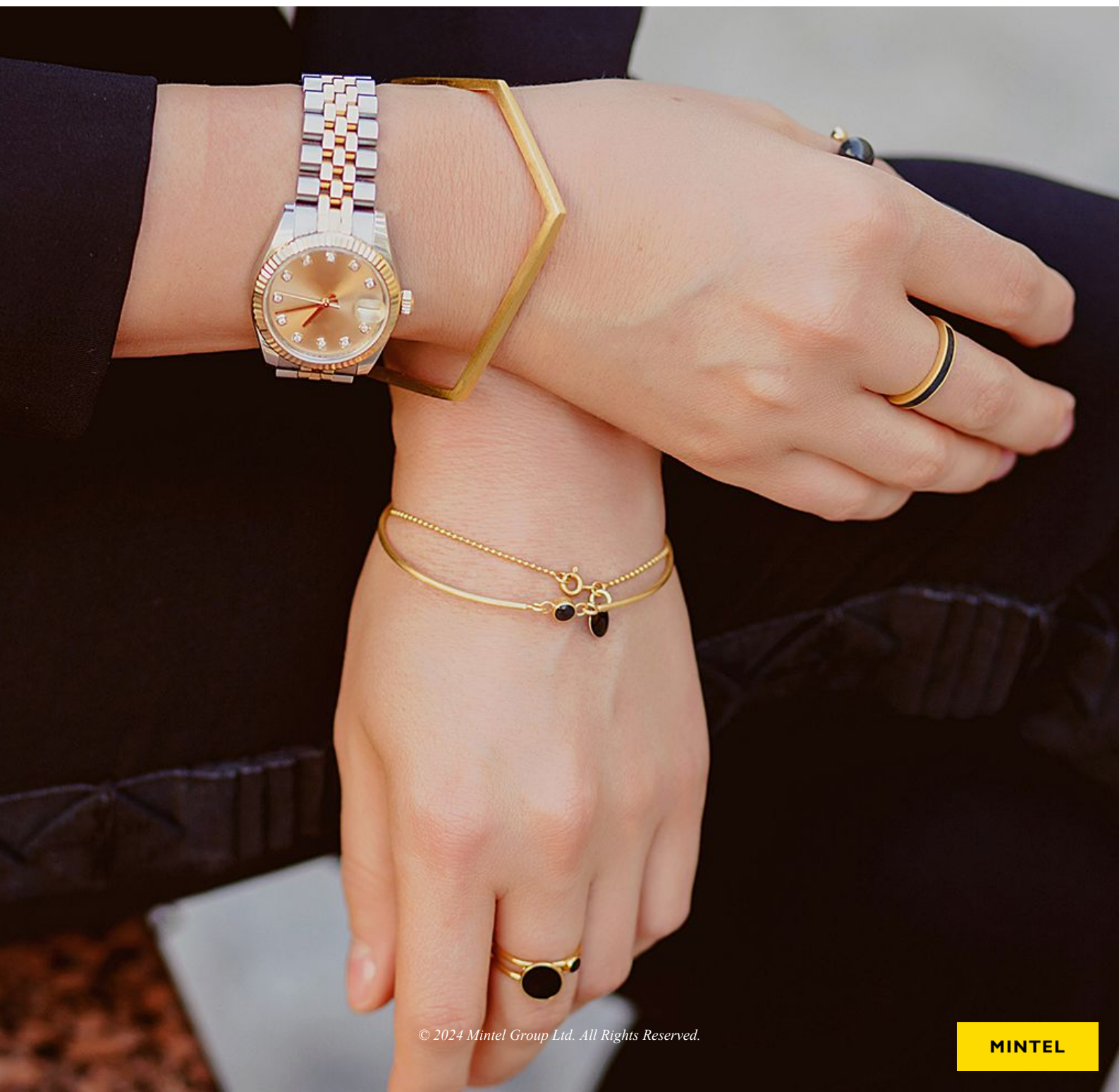


FASHION ACCESSORIES – CHINA – 2023

With the economic outlook uncertain, consumers pay more attention to the value-preserving properties of jewellery and accessories. In the long run, "treat/reward oneself" and better self-expression will primarily drive the consumption of fashion accessories.



Diana Shao, Director,
China Insights



Fashion Accessories – China – 2023

This report looks at the following areas:

- Changes in consumer spending on fashion accessories
- Consideration factors when buying expensive fashion accessories (ie above RMB1,000)
- Consumers' preferred materials for fashion accessories
- Channels for consumers to get inspiration and purchase fashion accessories
- Occasions to wear fashion accessories.

Overview

Consumption of jewellery and fashion accessories rebounded strongly in 2023, led by gold jewellery. Both decorative and value-preserving properties make gold jewellery the most popular among consumers. Consumers are losing interest in diamonds, especially young consumers. Jewellery brands are increasingly marketing diamond jewellery to non-wedding scenarios to capitalise on the consumption trend of "treating/rewarding oneself", primarily targeting female consumers.

Omni-channel layout is crucial for accessories brands, as consumers prefer to purchase fashion accessories from brand offline stores and comprehensive shopping websites. Social media and short video platforms are the main sources of inspiration for fashion accessories, and short video platforms have become an important channel for consumers to buy



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accessories. Brands can accordingly leverage these platforms to maximise marketing effectiveness and drive sales.

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Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Definitions
- Overview

The market

- Market overview
- Market factors
- Market highlights

The consumer

- Consumers take into account both decorative and practical attributes of fashion accessories
 - Graph 1: spending on fashion accessories, by category, 2023
- Materials and design are cornerstones of expensive fashion accessories
 - Graph 2: important factors when purchasing fashion accessories that are above RMB1,000, 2023
- Omni-channel presence to ensure adequate consumer coverage
 - Graph 3: purchasing channels for fashion accessories, 2023
- Gold is the most popular material due to its value-preserving properties
 - Graph 4: materials used in fashion accessories that consumers have purchased and are interested in purchasing in the future, 2023
- Social media and short video platforms are critical in reaching consumers
 - Graph 5: inspiration sources for fashion accessories, 2023
- Fashion accessories help mark special moments in people's lives
 - Graph 6: wearing occasions of fashion accessories, 2023

What we think

THE MARKET

Market overview

- Retail sales of jewellery and accessories rebound strongly
 - Graph 7: growth rates of jewellery and accessories retail sales, 2019-23
- Consumption fever boosts gold spot prices

Market factors

- Improvement of jewellery craftsmanship stimulates consumption

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- Jewellery/accessories livestreaming promotes purchases
- Major brands expand physical store coverage

Market highlights

- Chinese cultural elements inspire gold jewellery design
- The combination of gold and diamonds is gaining popularity
- Lab-grown diamond jewellery is in its infancy in China – raising consumer awareness and acceptance is key
- Marketing of diamond jewellery shifts to non-wedding scenarios

THE CONSUMER

Spending on fashion accessories

- Consumers take into account both decorative and practical attributes of fashion accessories
 - Graph 8: spending on fashion accessories, by category, 2023
- Post-90s is the primary target group for fashion accessories
 - Graph 9: spent more on fashion accessories in the last 12 months, by generation, 2023
- Pay special attention to the fashion needs of new mothers
 - Graph 10: have spent on fashion accessories in the last 12 months, by family structure, 2023

Important factors when purchasing expensive fashion accessories

- Materials and design are cornerstones of expensive fashion accessories
 - Graph 11: important factors when purchasing fashion accessories priced above RMB1,000*, 2023
 - Graph 12: important factors when purchasing fashion accessories priced above RMB1,000**, 2023
- Enhance services and choose the right spokesperson to cater to demanding women
 - Graph 13: important factors when purchasing fashion accessories priced above RMB1,000, by gender, 2023
- Spotlight on design and craftsmanship to attract high-income consumers
 - Graph 14: important factors when purchasing fashion accessories priced above RMB1,000, by monthly household income, 2023

Purchasing channels of fashion accessories

- Omni-channel presence to ensure adequate consumer coverage
 - Graph 15: purchasing channels of fashion accessories, 2023
- Online channels are more important to reach consumers in first-tier cities
 - Graph 16: purchasing channels of fashion accessories, by city tier, 2023
- Fast fashion brands have opportunities to engage high-income consumers through accessories
 - Graph 17: purchasing channels of fashion accessories, by monthly personal income, 2023

Preference for materials used in fashion accessories

- Gold is the most popular material due to its value-preserving properties
 - Graph 18: materials of fashion accessories purchased by consumers, 2023

Fashion Accessories – China – 2023

- Interest in natural gemstones is increasing
 - Graph 19: materials of fashion accessories consumers are interested in purchasing in the future, 2023
- Women are more interested in gemstones while men like platinum
 - Graph 20: materials used in fashion accessories consumers would like to purchase in the future, by gender, 2023
 - Graph 21: materials of fashion accessories purchased by consumers, by gender, 2023

Inspiration sources for fashion accessories

- Social media and short video platforms are critical to reaching consumers...
 - Graph 22: inspiration sources for fashion accessories, 2023
- ...while marketing with KOCs can be particularly effective
- Leverage niche channels and celebrity marketing to influence high-income consumers
 - Graph 23: inspiration sources for fashion accessories, by monthly personal income, 2023

Occasions to wear fashion accessories

- Fashion accessories help mark special moments in people's lives
 - Graph 24: occasions to wear fashion accessories, 2023
- Enrich the selection of fashion accessories for specific occasions to attract more male consumers
 - Graph 25: wear fashion accessories for the following occasions, by gender, 2023
- The post-90s generation pays more attention to personal image and sense of ritual in daily life
 - Graph 26: usually wear fashion accessories for the following occasions, by generation, 2023

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

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