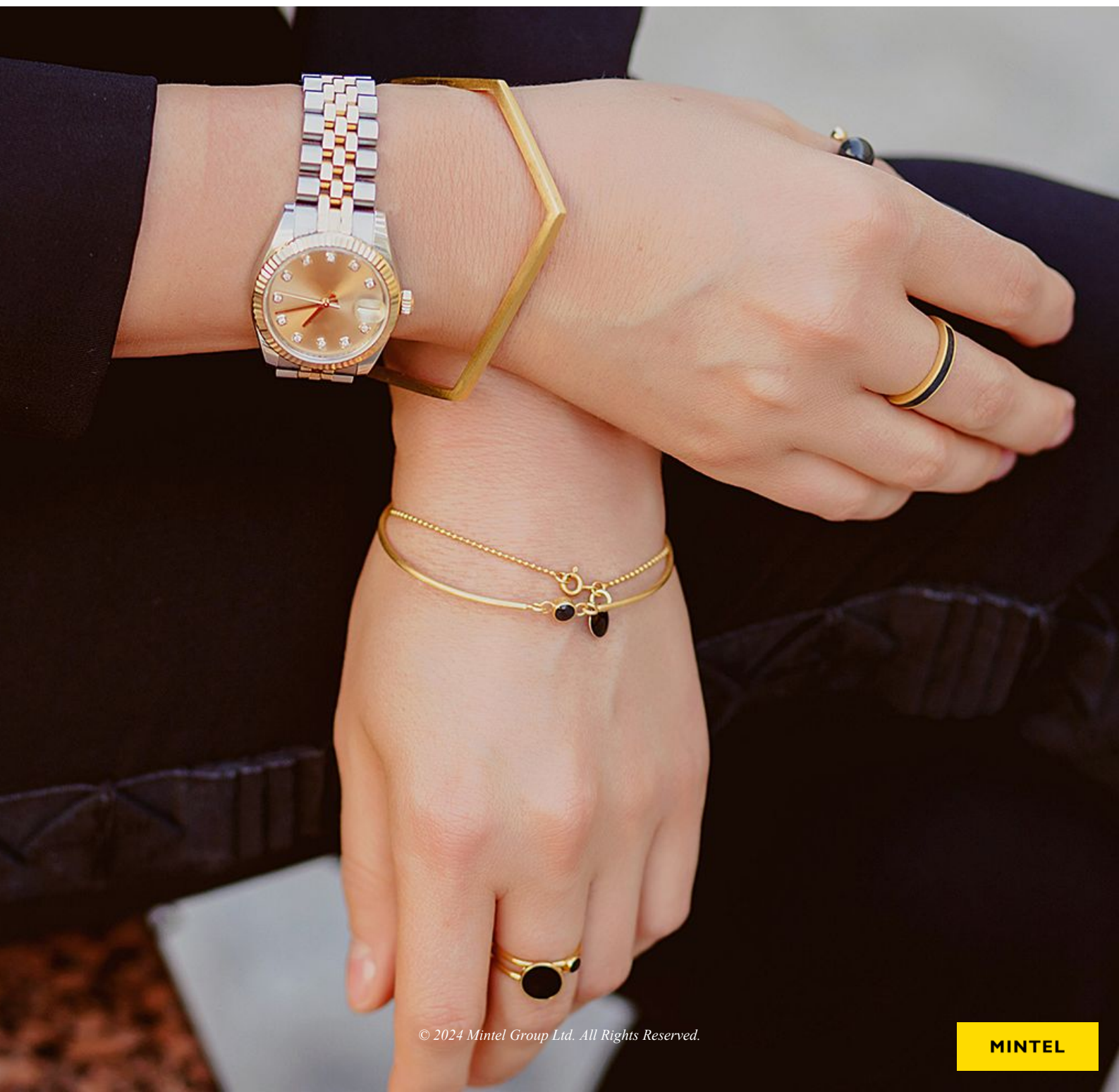


FASHION ACCESSORIES – CHINA – 2023

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

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- Overview

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