

Luxury Accessories - China - 2021

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This report looks at the following areas:

- The popularized characteristic and style of luxury accessories for consumers
- Purchased accessories between luxury brands and non-luxury brands
- The channels consumers use to purchase luxury accessories
- Consumers' purpose and driving factors when buying luxury accessories
- Consumers' attitudes towards buying luxury accessories

Luxury accessories are the top choice for gifting to demonstrate consumers' taste and generosity. Luxury brands have dedicated much of their resources to promoting the exquisite lifestyle of owning a luxury accessory. Consumers may have previously bought luxury accessories impulsively, but they are becoming increasingly considered decisions these days.

There is also a rising trend of gender neutral preference as well as Chinese Guochao in luxury accessories. Consumers are increasingly attracted by products with Chinese elements compared to those with European style. Moreover, they are also changing their traditional aesthetic in gendered wear. Unisex accessories are more welcome since consumers want to demonstrate a sense of identity and freedom.

In addition, consumers are also showing an interest in second-hand luxury accessories. Their attitudes towards second hand are more open and tolerant, especially for the consumers in tier 1 cities as well as those with a high income.



"Luxury accessories have been the first choice for consumers when gifting and treating themselves in recent years. But consumers' attitudes and shopping habits are constantly changing. Their purchases have become increasingly rational, and more comprehensive when shopping for brands."

– Jocelyn Dong, Research Analyst

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Did you know?

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