



Personal Luxury in Taiwan

October 2023

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Personal Luxury in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees a rise in current retail value sales in 2023
Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)
Luxury eyewear sees rising value sales in 2023
Luxury jewellery retail value sales increase in 2023
Value sales of luxury leather goods increase in 2023
Luxury wearables electronics sees relatively low value sales in 2023
Luxury timepieces sees value increase
Value sales of luxury writing instruments and stationery on the rise in 2023
Value of super premium beauty and personal care sees a sales rise
Kering SA holds the lead in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales look set to rise in 2023 constant terms during the forecast period
Luxury leather goods set to remain biggest subcategory in value terms in 2028
Luxury timepieces is expected to see the most dynamic percentage growth over forecast period

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DISCLAIMER

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