

Jewellery in Malaysia

Market Direction | 2022-11-15 | 20 pages | Euromonitor

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Report description:

Poh Kong remains in the lead of jewellery in terms of retail value in 2022, with both brand and national brand owner occupying the number one spots and gaining some share. The leading player lost significant share during the pandemic, which lessened the gap between it and the nearest competitor, Wah Chan. Wah Chan is also gaining share in 2022, though very slight. Having struggled with lost sales, many fine and costume jewellery players have been forced to utilise deep discounting strategies in...

Euromonitor International's Jewellery in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Costume Jewellery, Fine Jewellery.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Jewellery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Soaring price of gold spurs growth in hollow and lightweight jewellery pieces

Festivities and social events support demand for fine jewellery while inflationary pressures slow growth overall

E-commerce leads growth in distribution channels though jewellery and watch specialists overwhelmingly dominates in 2022

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