

## **Jewellery in India**

Market Direction | 2022-11-28 | 18 pages | Euromonitor

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### **Report description:**

Traditionally, women in India had a stronger preference for heavy gold jewellery designs that would be worn for formal family events and passed on from one generation to the next. However, with changing times, women have shown a rising interest in purchasing lightweight everyday jewellery that they can wear at work, to casual events, or for everyday purposes. According to Euromonitor International's Economies and Consumers data, the female population in India as of 2022 stands at 659 million, of...

Euromonitor International's Jewellery in India 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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## Table of Contents:

Jewellery in India  
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### List Of Contents And Tables

#### JEWELLERY IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Rise in demand for lightweight, everyday jewellery options amongst women

Festivals and weddings allow fine jewellery to recover well

Jewellery retailers go all-out to raise capital via the initial public offering (IPO) route

##### PROSPECTS AND OPPORTUNITIES

Direct-to-consumer (D2C) brands to focus on expanding their store presence

Men's jewellery to gain ground during the forecast period

Demand for silver as the choice of metal to gain momentum

##### CATEGORY DATA

Table 1 Sales of Jewellery by Category: Volume 2017-2022

Table 2 Sales of Jewellery by Category: Value 2017-2022

Table 3 Sales of Jewellery by Category: % Volume Growth 2017-2022

Table 4 Sales of Jewellery by Category: % Value Growth 2017-2022

Table 5 Sales of Costume Jewellery by Type: % Value 2017-2022

Table 6 Sales of Fine Jewellery by Type: % Value 2017-2022

Table 7 Sales of Fine Jewellery by Collection: % Value 2017-2022

Table 8 Sales of Fine Jewellery by Metal: % Value 2017-2022

Table 9 NBO Company Shares of Jewellery: % Value 2017-2021

Table 10 LBN Brand Shares of Jewellery: % Value 2018-2021

Table 11 Distribution of Jewellery by Format: % Value 2017-2022

Table 12 Forecast Sales of Jewellery by Category: Volume 2022-2027

Table 13 Forecast Sales of Jewellery by Category: Value 2022-2027

Table 14 Forecast Sales of Jewellery by Category: % Volume Growth 2022-2027

Table 15 Forecast Sales of Jewellery by Category: % Value Growth 2022-2027

##### PERSONAL ACCESSORIES IN INDIA

##### EXECUTIVE SUMMARY

Personal accessories rebounds as mobility returns, but challenges remain

Younger generations in particular offer growth opportunities

Retailers focus on raising capital, innovation and growth

Retailers increase their focus on developing an omnichannel presence

Stable pandemic situation to aid growth in the forecast period

##### MARKET DATA

Table 16 Sales of Personal Accessories by Category: Volume 2017-2022

Table 17 Sales of Personal Accessories by Category: Value 2017-2022

Table 18 Sales of Personal Accessories by Category: % Volume Growth 2017-2022

Table 19 Sales of Personal Accessories by Category: % Value Growth 2017-2022

Table 20 NBO Company Shares of Personal Accessories: % Value 2017-2021

Table 21 LBN Brand Shares of Personal Accessories: % Value 2018-2021

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Table 22 Distribution of Personal Accessories by Format: % Value 2017-2022

Table 23 Forecast Sales of Personal Accessories by Category: Volume 2022-2027

Table 24 Forecast Sales of Personal Accessories by Category: Value 2022-2027

Table 25 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027

Table 26 □Forecast Sales of Personal Accessories by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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