

## 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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##### KEY DATA FINDINGS

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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

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