

Jewellery in Brazil

Market Direction | 2022-12-21 | 19 pages | Euromonitor

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Report description:

The difficulties historically seen in Brazilian society have intensified with the pandemic. A strong polarisation movement can be identified. While the base of the pyramid is finding it more difficult than ever to maintain consumption even in basic categories, high-income consumers often have a sophisticated pattern of consumption, due to the greater availability of accumulated resources, which resulted from fewer leisure options available under the restrictions imposed by the COVID-19 pandemic.

Euromonitor International's Jewellery in Brazil 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.

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