

## **Jewellery in Taiwan**

Market Direction | 2022-11-15 | 18 pages | Euromonitor

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### **Report description:**

With weddings cancelled or postponed in 2020 and 2021, there was a decline in the overall jewellery industry, with purchases of wedding rings and jewellery to wear on the day itself on hold. However, in 2022, weddings are taking place once more, and this is naturally driving the demand for jewellery.

Euromonitor International's Jewellery in Taiwan 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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### **Table of Contents:**

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## List Of Contents And Tables

### JEWELLERY IN TAIWAN

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Wedding and international offerings boost current retail value growth

Due to Russia's invasion of Ukraine, the unit price for diamonds soar

Cartier retains its lead thanks to its polarised offerings

#### PROSPECTS AND OPPORTUNITIES

Synthetic diamonds thrive due to affordable prices and ESG credentials

Affordable costume jewellery benefits from the personal accessory trend

Polarised offerings from luxury brands expand their consumer base

#### 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 2018-2022

Table 10 LBN Brand Shares of Jewellery: % Value 2019-2022

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 TAIWAN

#### EXECUTIVE SUMMARY

Personal accessories in 2022: The big picture

2022 trends

Competitive landscape

Retailing developments

What next for personal accessories?

#### 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 2018-2022

Table 21 LBN Brand Shares of Personal Accessories: % Value 2019-2022

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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