

Jewellery in Asia Pacific

Global Strategy | 2023-06-21 | 46 pages | Euromonitor

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Report description:

Following jewellery sales' strong rebound in 2021 from the pandemic-induced steep decline seen in 2020, the re-emergence of COVID-19 in China resulted in a slowdown in the regional performance in 2022, with a return to 2019 sales levels not now expected until 2023. While jewellery does not lend itself to online sales as well as many other products, e-commerce continued to gain ground in 2022, with the pandemic having helped drive digitalisation within the industry.

Euromonitor International's Jewellery in Asia Pacific global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

Product coverage: Bags and Luggage, Jewellery, Traditional and Connected Watches, Writing Instruments.

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

Why buy this report?

- * Get a detailed picture of the Personal Accessories 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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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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