

Jewellery in Malaysia

Market Direction | 2024-01-16 | 20 pages | Euromonitor

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Report description:

Both costume jewellery and fine jewellery registered weaker growth in 2023 both in retail volume and current value terms. Demand was impacted by the rising inflationary pressures being faced by Malaysians with most households seeing a significant increase in the cost of living. This in turn led to weak market sentiment with many people postponing non-essential purchases such as jewellery. Consumers prioritised their spending on necessities like food and utilities instead of impulse purchase like...

Euromonitor International's Jewellery in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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JEWELLERY IN MALAYSIA

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2023 DEVELOPMENTS

Jewellery sees slower growth due to rising inflationary pressures and weaker spending sentiment

Lab-grown diamonds growing in popularity among those looking to save the environment while also saving money

Local jewellery brands focusing on ethical jewellery to capture the attention of a younger generation of consumers

PROSPECTS AND OPPORTUNITIES

Jewellery brands likely to focus on discount campaigns and roadshows to build interest in their products

Minimalist and nature themed collections capturing the attention of younger consumers

Exhibitions and e-commerce likely to present opportunities for jewellery brands to build interest and awareness

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