

## **Jewellery in the United Arab Emirates**

Market Direction | 2024-01-16 | 18 pages | Euromonitor

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### **Report description:**

In 2023, a notable development was noted within jewellery when Snapchat collaborated with Cartier to develop a virtual try-on filter in the United Arab Emirates. Within Snapchat, there exists a built-in shopping platform known as Snapchat Minis. This platform enables brands to create their own mini-apps within Snapchat, facilitating a smooth shopping experience. Social media platforms such as Snapchat provide users with the opportunity to virtually "test" products, a feature particularly benefic...

Euromonitor International's Jewellery in United Arab Emirates 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.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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