

Jewellery in Poland

Market Direction | 2024-01-18 | 17 pages | Euromonitor

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Report description:

The affordability of lab-grown diamonds is a significant factor in their growing popularity in Poland. With prices up to 85% lower than natural diamonds of identical carat weight and grade, lab-grown diamonds present a cost-effective alternative for price-conscious local consumers. The introduction of lab-grown diamonds by Polish jewellery producer W Kruk, sourced from American ALTR Created Diamonds, marked a significant milestone in this trend. Key player Swarovski has also announced plans to l...

Euromonitor International's Jewellery in Poland 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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Fine jewellery is considered an investment for many Poles

Local players dominate the jewellery landscape in 2023

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