

Jewellery in China

Market Direction | 2024-12-03 | 20 pages | Euromonitor

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Report description:

In 2024, jewellery in China is set to experience small contractions in both retail volume and current value terms, primarily impacted by macroeconomic uncertainties and a decline in consumer confidence. In value terms, the decline in costume jewellery is set to surpass that of fine jewellery, largely due to the substantial increase in the unit price of gold jewellery, which dominates fine jewellery. In addition, gold's value retention properties have alleviated concerns amongst most consumers ab...

Euromonitor International's Jewellery in China 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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