

## Jewellery in Malaysia

Market Direction | 2025-01-20 | 21 pages | Euromonitor

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### **Report description:**

The sustained high value of gold has significantly bolstered demand for fine jewellery, benefiting Malaysia's jewellery category in 2024. This has been particularly so for pieces crafted from gold, driving notable growth. Local consumers have demonstrated a strong appetite for gold jewellery, viewing it not only as a luxury item but also as a sound investment. Various jewellery brands in Malaysia have been leveraging the trend, including Poh Kong, for example, and enjoying significant revenue gr...

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 (2020-2024), 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 2029 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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High value of gold sustains demand for fine jewellery, boosting interest in investment

International brands show rising interest in expanding into Malaysia, while local players focus on ethical items

Lab-grown diamonds gain traction

##### PROSPECTS AND OPPORTUNITIES

Strongly positive outlook expected for fine jewellery, with overall category sales supported by promotions and roadshows

Community-focused brands and minimalist collections attract greater attention

Increased demand for costume jewellery and expanding e-commerce will boost growth during forecast period

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