

Jewellery in Sweden

Market Direction | 2025-01-22 | 20 pages | Euromonitor

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Report description:

In 2024, the jewellery market in Sweden continued to face challenges related to inflation and the ongoing cost-of-living crisis. After a surge in weddings in 2021 and 2022, the number of weddings declined in 2023 and 2024 as inflation and rising living costs caused many consumers to postpone or scale down their celebrations. This impacted both fine and costume jewellery, with fine jewellery, particularly engagement rings and wedding bands, seeing less demand compared to the rebound from the post...

Euromonitor International's Jewellery in Sweden 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.

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JEWELLERY IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

A lower level of weddings and engagements negatively impacts sales of fine jewellery
The competitive landscape remains fragmented, however, Iduna AB retains its strong lead
Lab-grown diamonds gain ground as consumers' demand for sustainable attributes rise

PROSPECTS AND OPPORTUNITIES

Premiumisation and the demand for quality, timeless designs is expected to drive growth
The share of retail e-commerce is expected to grow, bolstered by omnichannel strategies
Sustainability and minimalist designs are expected to shape product innovation

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