

Jewellery in Switzerland

Market Direction | 2025-01-14 | 21 pages | Euromonitor

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Report description:

Jewellery sales in Switzerland remained robust in 2024, with retail value sales showing stable growth, although retail volume sales stagnated. Fine jewellery experienced a slightly stronger increase in retail value sales compared to costume jewellery, but its performance in terms of volume was weaker. The higher value growth for fine jewellery is largely attributed to an increase in average unit prices, especially as the surge in gold prices led gold fine jewellery to become more expensive. Cost...

Euromonitor International's Jewellery in Switzerland 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume decline for fine jewellery, while costume jewellery benefits from its affordability

Lab grown diamonds fail to capture consumer interest in Switzerland

Cartier International retains its lead, benefiting from offering investment pieces

PROSPECTS AND OPPORTUNITIES

Fine jewellery leads value sales, however, retail volume growth is expected to struggle in all areas

Sustainability concerns are expected to drive the use of lab diamonds and recycled gold

Gold jewellery will face challenges due to high prices while silver will continue to dominate

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