

Jewellery in France

January 2025

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Jewellery in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Jewellery sees slowing growth after the post-pandemic rebound

Fine jewellery fares better, while costume jewellery for men is growingly successful

Place Vendôme brands innovate on social networks, while mid-priced brands can also benefit from omnichannel strategies

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A less favourable outlook lies ahead than previously expected

Will sustainable and eco-friendly trends continue in jewellery?

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