

Jewellery in China

December 2024

Table of Contents

Jewellery in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Jewellery shows stagnation as consumer confidence declines in China in 2024

Dive into the resilience of gold jewellery

Challenges and shifts in e-commerce penetration in jewellery

PROSPECTS AND OPPORTUNITIES

Stable growth ahead, especially for fine jewellery

Shifting trends in niche materials in fine jewellery in China

Strategic brand upgrades in jewellery to attract Generation Z

CATEGORY DATA

- Table 1 Sales of Jewellery by Category: Volume 2019-2024
- Table 2 Sales of Jewellery by Category: Value 2019-2024
- Table 3 Sales of Jewellery by Category: % Volume Growth 2019-2024
- Table 4 Sales of Jewellery by Category: % Value Growth 2019-2024
- Table 5 Sales of Costume Jewellery by Type: % Value 2019-2024
- Table 6 Sales of Fine Jewellery by Type: % Value 2019-2024
- Table 7 Sales of Fine Jewellery by Collection: % Value 2019-2024
- Table 8 Sales of Fine Jewellery by Metal: % Value 2019-2024
- Table 9 NBO Company Shares of Jewellery: % Value 2020-2024
- Table 10 LBN Brand Shares of Jewellery: % Value 2021-2024
- Table 11 Distribution of Jewellery by Format: % Value 2019-2024
- Table 12 Forecast Sales of Jewellery by Category: Volume 2024-2029
- Table 13 Forecast Sales of Jewellery by Category: Value 2024-2029
- Table 14 Forecast Sales of Jewellery by Category: % Volume Growth 2024-2029
- Table 15 Forecast Sales of Jewellery by Category: % Value Growth 2024-2029

Personal Accessories in China - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

- Table 16 Sales of Personal Accessories by Category: Volume 2019-2024
- Table 17 Sales of Personal Accessories by Category: Value 2019-2024
- Table 18 Sales of Personal Accessories by Category: % Volume Growth 2019-2024
- Table 19 Sales of Personal Accessories by Category: % Value Growth 2019-2024
- Table 20 NBO Company Shares of Personal Accessories: % Value 2020-2024
- Table 21 LBN Brand Shares of Personal Accessories: % Value 2021-2024
- Table 22 Distribution of Personal Accessories by Format: % Value 2019-2024
- Table 23 Forecast Sales of Personal Accessories by Category: Volume 2024-2029
- Table 24 Forecast Sales of Personal Accessories by Category: Value 2024-2029
- Table 25 Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
- Table 26 Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/jewellery-in-china/report.