



Jewellery in Australia

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Tentatively optimistic results suggest consumers are starting to spend rather than save
Competitive landscape features both local and international players with varied product mix
Lab-grown diamonds appeal to younger generations of consumers

PROSPECTS AND OPPORTUNITIES

Fine jewellery to drive category sales over the forecast period
LGDs, men's jewellery and capsule collection trends likely to take shape in response to consumer demand
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Personal Accessories in Australia - Industry Overview

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Personal accessories in 2024: The big picture
Influence of Generation Z and millennials shapes consumer behaviour
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