



Euromonitor
International

Jewellery in Sweden

January 2025

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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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Personal Accessories in Sweden - Industry Overview

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DISCLAIMER

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