

Jewellery in Romania

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fine jewellery experiences the strongest uplift, benefiting from being viewed as an investment piece
Customisation and personalisation are key drivers of sales within fine jewellery
Teilor SRL continues to lead with a diverse product portfolio in jewellery

PROSPECTS AND OPPORTUNITIES

Premiumisation and customisation will be key growth drivers across the forecast period
There is an opportunity for men's jewellery to gain ground across the next five years
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