

Jewellery in South Korea

January 2025

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Jewellery in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

KakaoTalk Gift becomes an increasingly important distribution channel

Platinum, silver, and lab-grown diamonds are on the rise

Although women's jewellery continues to dominate, unisex and men's jewellery see growth

PROSPECTS AND OPPORTUNITIES

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Growth potential for luxury fine jewellery as players increase their ranges and open stores

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