



Jewellery in Taiwan

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Changing consumer preferences shape buying habits in the jewellery category
International players lead the jewellery market, while Japanese brands make an impact
Traditional jewellery shops struggle against the competition from established, international brands

PROSPECTS AND OPPORTUNITIES

Brands are expected to adapt to meet the evolving expectations of jewellery consumers
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Sustainable jewellery options are set to gain ground, aligning with consumer demands

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