



Jewellery in Malaysia

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High value of gold sustains demand for fine jewellery, boosting interest in investment
International brands show rising interest in expanding into Malaysia, while local players focus on ethical items
Lab-grown diamonds gain traction

PROSPECTS AND OPPORTUNITIES

Strongly positive outlook expected for fine jewellery, with overall category sales supported by promotions and roadshows
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