



**Euromonitor
International**

Jewellery in Switzerland

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume decline for fine jewellery, while costume jewellery benefits from its affordability
Lab grown diamonds fail to capture consumer interest in Switzerland
Cartier International retains its lead, benefiting from offering investment pieces

PROSPECTS AND OPPORTUNITIES

Fine jewellery leads value sales, however, retail volume growth is expected to struggle in all areas
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