



Jewellery in Poland

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The rising popularity of vibrant, colourful and detailed jewellery boosts growth in 2024
Cross-industry collaborations between jewellery and fashion brands target Generation Z consumers
Established local leaders continue to increase their share through scale and reach

PROSPECTS AND OPPORTUNITIES

Affordable jewellery, lab-grown diamonds and non-precious materials are set to drive growth forward
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