



Jewellery in Canada

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth driven by costume jewellery as fine jewellery struggles to maintain pace
Lab-grown diamonds gain traction as consumers seek value, sustainability, and ethical alternatives
A fragmented market becomes more competitive as apparel and footwear brands enter jewellery

PROSPECTS AND OPPORTUNITIES

Declining retail value and volume sales expected across the forecast period
An omnichannel strategy remains essential as the in-store experience engages consumers
Challenges include attracting younger generations, and aligning with sustainability demands

CATEGORY DATA

- Table 1 - Sales of Jewellery by Category: Volume 2019-2024
- Table 2 - Sales of Jewellery by Category: Value 2019-2024
- Table 3 - Sales of Jewellery by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Jewellery by Category: % Value Growth 2019-2024
- Table 5 - Sales of Costume Jewellery by Type: % Value 2019-2024
- Table 6 - Sales of Fine Jewellery by Type: % Value 2019-2024
- Table 7 - Sales of Fine Jewellery by Collection: % Value 2019-2024
- Table 8 - Sales of Fine Jewellery by Metal: % Value 2019-2024
- Table 9 - NBO Company Shares of Jewellery: % Value 2020-2024
- Table 10 - LBN Brand Shares of Jewellery: % Value 2021-2024
- Table 11 - Distribution of Jewellery by Format: % Value 2019-2024
- Table 12 - Forecast Sales of Jewellery by Category: Volume 2024-2029
- Table 13 - Forecast Sales of Jewellery by Category: Value 2024-2029
- Table 14 - Forecast Sales of Jewellery by Category: % Volume Growth 2024-2029
- Table 15 - Forecast Sales of Jewellery by Category: % Value Growth 2024-2029

Personal Accessories in Canada - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

- Table 16 - Sales of Personal Accessories by Category: Volume 2019-2024
- Table 17 - Sales of Personal Accessories by Category: Value 2019-2024
- Table 18 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
- Table 19 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
- Table 20 - NBO Company Shares of Personal Accessories: % Value 2020-2024
- Table 21 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
- Table 22 - Distribution of Personal Accessories by Format: % Value 2019-2024
- Table 23 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
- Table 24 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
- Table 25 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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