

# Jewellery in South Africa

June 2025

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# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Tourism boosts the sales of fine jewellery brands in South Africa Lab-grown diamonds gain popularity as consumers appreciate affordable options Affordability drives consumers to choose smaller retailers for jewellery

## PROSPECTS AND OPPORTUNITIES

Affordable alternatives are expected to gain ground across the forecast period Shein and Temu are set to remain a growing challenge for local brands South Africa is set to remain an established market for buying luxury jewellery

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