



Euromonitor
International

Jewellery in Ukraine

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The ongoing war in Ukraine leads jewellery to be considered an unessential item in 2024
Gold, silver, and other precious stones remain an important aspect of Ukrainian identity
Local players hold strong positions in the jewellery landscape, led by domestic company Zolotoy Vek PP

PROSPECTS AND OPPORTUNITIES

The ongoing demographic shift is expected to challenge growth
Silver jewellery is expected to gain popularity, offering a more affordable alternative to gold
Jewellery and watch specialists are anticipated to lead sales while retail e-commerce gains ground

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