

Jewellery in Malaysia

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Jewellery sees slower growth due to rising inflationary pressures and weaker spending sentiment

Lab-grown diamonds growing in popularity among those looking to save the environment while also saving money

Local jewellery brands focusing on ethical jewellery to capture the attention of a younger generation of consumers

PROSPECTS AND OPPORTUNITIES

Jewellery brands likely to focus on discount campaigns and roadshows to build interest in their products

Minimalist and nature themed collections capturing the attention of younger consumers

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