

Jewellery in the United Kingdom

January 2024

Table of Contents

Jewellery in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The consumer preference for experiences continues to shape jewellery in 2023

Marriage trends continue to have a defining influence on fine jewellery

Online presence of jewellery brands is expanding across e-commerce channels and the metaverse

PROSPECTS AND OPPORTUNITIES

Fine jewellery set to continue to decline, due to the trends towards repair, and second-hand jewellery

Future growth of lab-grown diamonds will be hampered by opposition from some luxury brands and concerns about value creation

Reducing environmental impact will be a main focus of players in jewellery due to rising consumer concern

CATEGORY DATA

Table 1 - Sales of Jewellery by Category: Volume 2018-2023

Table 2 - Sales of Jewellery by Category: Value 2018-2023

Table 3 - Sales of Jewellery by Category: % Volume Growth 2018-2023

Table 4 - Sales of Jewellery by Category: % Value Growth 2018-2023

Table 5 - Sales of Costume Jewellery by Type: % Value 2018-2023

Table 6 - Sales of Fine Jewellery by Type: % Value 2018-2023

Table 7 - Sales of Fine Jewellery by Collection: % Value 2018-2023

Table 8 - Sales of Fine Jewellery by Metal: % Value 2018-2023

Table 9 - NBO Company Shares of Jewellery: % Value 2019-2023

Table 10 - LBN Brand Shares of Jewellery: % Value 2020-2023

Table 11 - Distribution of Jewellery by Format: % Value 2018-2023

Table 12 - Forecast Sales of Jewellery by Category: Volume 2023-2028

Table 13 - Forecast Sales of Jewellery by Category: Value 2023-2028

Table 14 - Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028

Table 15 - Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

Personal Accessories in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 16 - Sales of Personal Accessories by Category: Volume 2018-2023

Table 17 - Sales of Personal Accessories by Category: Value 2018-2023

Table 18 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 19 - Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 21 - LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 22 - Distribution of Personal Accessories by Format: % Value 2018-2023

Table 23 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 24 - Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 25 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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