

Jewellery in South Korea

January 2024

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Jewellery in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wedding demand sustains positive value sales of jewellery amidst high inflation
Van Cleef & Arpels is in the spotlight, as a jewellery brand chosen by the First Lady
Online jewellery brands expand to offline as the pandemic ends

PROSPECTS AND OPPORTUNITIES

Sales of wedding jewellery may slow due to decline in marriages, but affordable luxury jewellery targeting Millennials and Gen Z set to grow
Lab-grown diamonds expected to grow due to better affordability and sustainability
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