

# 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  
Exhibitions and e-commerce likely to present opportunities for jewellery brands to build interest and awareness

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