

# Jewellery in Thailand

January 2024

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### 2023 DEVELOPMENTS

Fine jewellery badly hit as inflationary pressures lead to soaring gold prices

Jewellery continues to be a highly fragmented landscape

Jewellery trade fairs and exhibitions, supported by the Thai government, connect players to buyers

### PROSPECTS AND OPPORTUNITIES

Despite decline in 2023, fine jewellery is expected to rebound

AI and advanced technology expected to drive personalisation in the future

Lab-grown diamond jewellery remains a niche due to habit persistence and lack of targeted marketing

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