

# Jewellery in Asia Pacific

June 2023

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## REGIONAL OVERVIEW

Asia Pacific dominates global jewellery sales

Positive growth rates expected in the forecast period after the COVID-19 disruptions

Hong Kong loses around two thirds of its sales in 2019-2020

China's fine jewellery gains make up for the losses in India and Hong Kong

Fine jewellery the dominant category

Lightweight everyday jewellery becoming more popular in India

Jewellery and watch specialists the dominant channel for jewellery sales

Pandemic helps boost the e-commerce channel's regional share

## LEADING COMPANIES AND BRANDS

Fine jewellery less fragmented than costume jewellery

Chow Tai Fook Jewellery Group adds to its regional share over the 2017-2022 period

China the biggest market for most of the region's top 10 players

Tanishq moves up the rankings over 2017-2022

## FORECAST PROJECTIONS

Unbroken positive annual growth rates expected over the forecast period

A return to pre-pandemic sales levels expected as early as 2023

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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