

# Jewellery in Argentina

January 2024

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#### Jewellery in Argentina - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumers reserve fine jewellery for special occasions due to security fears More designers market and sell their products online New IsaDora flagship store opens in Buenos Aires

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Jewellery to expand through apparel brands and online retailing spaces Premium costume jewellery brands to gain momentum Rising demand for leading international brands with a recognised name

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