

Jewellery in Canada

January 2024

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Jewellery in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth in 2023, but competitive landscape remains highly fragmented

Post-pandemic return to social engagements boosts demand for costume jewellery

Lab-grown diamonds gain appeal amongst younger Canadians thanks to lower prices and ethical credentials

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Decline predicted in the years ahead as a result of inflation

Fragmentation set to continue with smaller independents retaining popularity

E-commerce will continue its upward trajectory over the forecast period

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