

# Jewellery in Mexico

January 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Driven by a surge in consumer confidence, jewellery returns to a solid performance

While engagement rings was one of the most relevant products during the pandemic, wedding rings has rebounded

Fuelled by increased consumer confidence, collaborations and exclusive collections propel sales of jewellery in Mexico

#### PROSPECTS AND OPPORTUNITIES

In times of inclusion, genderless jewellery will pave the way for new products and messages tailored to younger generations

Aligned with accessible luxury and sustainability trends, lab-grown diamonds gain strength amongst jewellery enthusiasts

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